

UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION

UNITED STATES, *et al.*,

Plaintiffs,

vs.

GOOGLE LLC,

Defendant.

No. 1:23-cv-00108-LMB-JFA

DEFENDANT GOOGLE LLC'S TRIAL EXHIBIT LIST

Pursuant to the Court's Order Modifying the Pretrial Schedule entered on June 24, 2024, ECF No. 871, and Rule 26(a)(3) of the Federal Rules of Civil Procedure, Defendant Google LLC ("Google") hereby submits its trial exhibit list attached as **Exhibit A**.

Google reserves all rights, including the right to: (1) further amend, modify, and/or supplement this list for any reason, including in response to Plaintiffs' exhibit list, rulings by the Court (including on any motions *in limine*), and as further information develops; (2) use and/or seek the admission of any exhibit on Plaintiffs' trial exhibit list(s); (3) rely on any document relied upon by any of Google's experts, and any table, or summary prepared by its experts; (4) object to any exhibit submitted by Plaintiffs; (5) use additional exhibits to impeach a witness or in cross-examination of Plaintiffs or other adverse witnesses, or in rebuttal; (6) correct any entry on the attached Trial Exhibit List that may contain inadvertent errors; (9) present an enlarged version of any document at trial; and (10) generate and present demonstrative exhibits or summaries of voluminous documents.

Google reserves the right to challenge and object to Plaintiffs' use of any exhibits on this list on any grounds. By including exhibits on this list, Google does not waive any objections to the admissibility of any exhibits.

Dated: July 5, 2024

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EXHIBIT A

United States, et al. v. Google LLC

No. 1:23-cv-00108-LMB-JFA

Google's Trial Exhibit List

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1	1999-03-31	N/A	N/A	Publicly available	24/7 Media Inc., Form 10-K for Fiscal Year Ended December 31, 1998
2	1998-12-31	N/A	N/A	Publicly available	DoubleClick Inc., Form 10-K/A for Year Ended December 31, 1998
3	2003-06-13	GOOG-DOJ-23550467	GOOG-DOJ-23550469	Confidential	Email (June 13, 2003) From M. Mayzel To S. Brin Subject: RE: Google AdSense press release draft
4	2004-08-18	N/A	N/A	Publicly available	Google Inc. Form 424(b)(4)
5	2006-07-20	N/A	N/A	Publicly available	Microsoft Press Release (July 20, 2006): Microsoft Reports Fourth Quarter Results and Announces Share Repurchase Program
6	2007-03-27	GOOG-AT-MDL-007374059	GOOG-AT-MDL-007374155	Confidential	DoubleClick, "Ad Selection Specifications for Ad Server Version 14.1" (Mar. 27, 2007) Attach: Incoming Request Flowchart
7	2007-04-04	MSFT-0000008546	MSFT-0000008572	Highly Confidential	Microsoft Slide Deck (Apr. 4, 2007) Project Dart - Board of Directors Presentation
8	2007-04-06	GOOG-DOJ-13105049	GOOG-DOJ-13105050	Highly Confidential	Email (Apr. 6, 2007) From: S. Ramaswamy To: M. Donner Subject: Re: Comments from Ram
9	2007-04-12	GOOG-DOJ-29899664	GOOG-DOJ-29899681	Confidential	Google Slide Deck (Apr. 12, 2007) Project Liberty - BoD Review
10	2007-05-15	GOOG-DOJ-13010832	GOOG-DOJ-13010835	Highly Confidential	Email (May 15, 2007) From: T. Armstrong To: S. Wojcicki, E. Schrage Subject: Google/DoubleClick: Improving Advertising on the Web
11	2007-05-19	GOOG-DOJ-09942381	GOOG-DOJ-09942434	Highly Confidential	Google Slide Deck (May 19, 2007) Project Liberty Revisited - EMG Deal Review
12	2007-06-00	GOOG-AT-MDL-B-003838537	GOOG-AT-MDL-B-003838582	Highly Confidential	Google Slide Deck (June 2007) Pricing Discussion for DART Adapt Attach: Excel - Optimization Solutions
13	2007-06-13	GOOG-AT-MDL-B-004246453	GOOG-AT-MDL-B-004246472	Confidential	DoubleClick Advertising Exchange - Marketing Plan Version 3.0 (June 13, 2007)

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
14	2007-06-25	GOOG-DOJ-03515416	GOOG-DOJ-03515492	Highly Confidential	Email (June 25, 2007) From: Maureen Marquess To: J. Braddi, T. Armstrong, K. Malone, K. Abarhamson, et al. CC: D. Noonan, K. Brown, L. D'Antonio, et al. Subject: Pls Read: Branding Offsite 6/26 Agenda and Pre-Read Materials Attach: Marketing ROI, Content Network Comp, Branding Reboot Agenda, RFP Format, FY08 Clorox All Brands RFP
15	2007-07-26	N/A	N/A	Publicly available	Microsoft Press Release (July 26, 2007): Microsoft to Acquire AdECN, Inc.
16	2007-07-26	GOOG-TEX-00458236	GOOG-TEX-00458272	Highly Confidential	Email (July 26, 2007) From: S. Spencer To: A. Harding, A. Richards, C. Foster, J. Bigler, et al. CC: J. Bellack Subject: Notes from today's Pre-planning meeting Attach: Google Slide Deck - 2008 Strategic Planning - DoubleClick Advertising Exchange
17	2007-10-00	GOOG-DOJ-07397637	GOOG-DOJ-07397643	Highly Confidential	Fewer products, and all products to be great, is our strategy - Talking Points
18	2007-10-01	N/A	N/A	Publicly available	Archived Website: DART for Publishers, DoubleClick (Oct. 1, 2007)
19	2007-10-01	N/A	N/A	Publicly available	Archived Website: DoubleClick Advertising Exchange, DoubleClick (Oct. 1, 2007)
20	2007-10-11	N/A	N/A	Publicly available	Archived Website: Benefits for Sellers, DoubleClick, October 11, 2007
21	2007-11-06	N/A	N/A	Publicly available	Facebook Press Release (Nov. 6, 2007): Facebook Unveils Facebook Ads
22	2007-12-20	N/A	N/A	Publicly available	FTC Press Release (Dec. 20, 2007): Federal Trade Commission Closes Google/DoubleClick Investigation, Proposed Acquisition Unlikely to Substantially Lessen Competition
23	2007-12-20	N/A	N/A	Publicly available	Federal Trade Commission, "Statement of Federal Trade Commission Concerning Google/DoubleClick," FTC File No. 071-0170 (Dec. 20, 2007)
24	2008-00-00	GOOG-DOJ-03540123	GOOG-DOJ-03540127	Highly Confidential	Communication to AdSense / DoubleClick Product Team re 2008
25	2008-01-07	GOOG-DOJ-03516570	GOOG-DOJ-03516589	Highly Confidential	AFC Partnerships - Business Overview
26	2008-03-11	N/A	N/A	Publicly available	Google Press Release (Mar. 11, 2008): Google Closes Acquisition of DoubleClick
27	2008-03-11	N/A	N/A	Publicly available	Google Blog Post (Mar. 11, 2008): We've officially acquired DoubleClick
28	2008-03-13	GOOG-DOJ-01399259	GOOG-DOJ-0139926	Highly Confidential	Email (Mar. 13, 2008) From: R. Dhawan To: T. Phillips, O. Imeokparia, F. Brougher, et al. Subject: Fwd: DoubleClick Ad Exchange

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
29	2008-04-23	GOOG-DOJ-14825239	GOOG-DOJ-14825256	Highly Confidential	Google Slide Deck - Google Ad Exchange: Vision and Strategy
30	2008-05-16	GOOG-DOJ-06474851	GOOG-DOJ-06474887	Highly Confidential	Email (May 16, 2008) From: S. Spencer To: B. Axe, J. McFarland, M. Rubenstein, N. Mohan, et al. Subject: Moving forward on the Ad Exchange project Attach: Google Slide Deck: Google Ad Exchange - Product GPS Review Meeting
31	2008-06-02	GOOG-DOJ-03869094	GOOG-DOJ-03869126	Highly confidential	Email (June 2, 2008) From: R. Moonka To: B. Bender Subject: Fwd: Display Platform Roadmap - Draft Attach: Display Platform presentation
32	2008-06-11	GOOG-DOJ-01827968	GOOG-DOJ-01827969	Highly Confidential	Email (June 11, 2008) From: N. Mohan To: S. Wojcicki CC: J. Heilig, J. Huber, N. Fox Subject: Re: ad exchange
33	2008-08-21	N/A	N/A	Publicly available	Admeld website: Overview, Publishers
34	2008-09-10	GOOG-DOJ-14825260	GOOG-DOJ-14825286	Highly Confidential	Google Slide Deck - Sell-side Pricing Review
35	2008-11-24	GOOG-TEX-00439764	GOOG-TEX-00439766	Highly Confidential	Email (Nov. 24, 2008) From: S. Dove To: N. Mohan CC: J. Bellack, S. Wojcicki Subject: Re: Launched: AdSense in DFP
36	2009-00-00	GOOG-DOJ-07551120	GOOG-DOJ-07551124	Highly Confidential	Q3'09 Eng All-Hands Crib Notes
37	2009-01-08	GOOG-TEX-00806640	GOOG-TEX-00806646	Highly Confidential	Email (Jan. 8, 2009) From: N. Mohan To: multiple Google recipients Subject: Display / Content Ads - 08 Review and 09 Outlook
38	2009-01-08	GOOG-TEX-00463876	GOOG-TEX-00463882	Highly Confidential	Email (Jan. 8, 2009) From: J. Heilig To: multiple Google recipients Cc: N. Mohan, S. Wojcicki, J. Huber Subject: AdSense in 2008 and 2009
39	2009-01-09	GOOG-TEX-00806845	GOOG-TEX-00806958	Highly Confidential	Email (Jan. 9, 2009) From: N. Mohan To: E. West, D. Adair Subject: Re: [Swstaff] Fwd: Display / Content Ads - 08 Review and 09 Outlook Attach: Display Internal Board, PAC Deck

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40	2009-01-21	GOOG-TEX-00464107	GOOG-TEX-00464110	Highly Confidential	Email (Jan. 21, 2009) From: N. Mohan To: A. Eagle Subject: Re: JR materials for Thursday earnings calls
41	2009-01-27	GOOG-TEX-00176376	GOOG-TEX-00176377	Highly Confidential	Email (Jan. 27, 2009) From: P. Feng To: S. Wojcicki, S. Ramaswamy, J. Huber, J. Heilig, N. Mohan, et al. CC: D. Garland, D. Raymond, V. Gundotra, et al. Subject: AdMob launches Android advertising unit
42	2009-02-11	GOOG-TEX-00464387	GOOG-TEX-00464390	Highly Confidential	Email (Feb. 11, 2009) From: N. Mohan To: P. Feng CC: D. Garland, V. Gundotra, S. Wojcicki, et al. Subject: Re: Admob and MADS partner to create global mobile ad behemoth
43	2009-03-00	GOOG-TEX-00069680	GOOG-TEX-00069720	Highly Confidential	Ad Exchange 2.0 Design Document
44	2009-03-18	GOOG-TEX-00177232	GOOG-TEX-00177232	Highly Confidential	Email (Mar. 18, 2009) From: R. Moonka To: adsense-doubleclick-pms Subject: [AdSense-DoubleClick-pm] AOL Switches to AdTech, Cuts Google Dependency
45	2009-04-01	GOOG-TEX-00292925	GOOG-TEX-00292926	Highly Confidential	Email (Apr. 1, 2009) From: S. Spencer To: N. Mohan, S. Wojcicki Subject: Re: ad exchanges
46	2009-04-06	GOOG-DOJ-03065440	GOOG-DOJ-03065449	Highly Confidential	Google Slide Deck - DoubleClick Ad Exchange (AdX) v2 Spot Market Pricing
47	2009-04-14	GOOG-AT-MDL-009601472	GOOG-AT-MDL-009601528	Confidential	Email (Apr. 14, 2009) From: S. Spencer To: J. Heilig CC: A. Corduneanu, N. Mohan, E. Manor, et al. Subject: Re: AdX L&S review Attach: L&S Review Presentation
48	2009-05-11	GOOG-TEX-00245332	GOOG-TEX-00245339	Highly Confidential	Email (May 11, 2009) From: N. Mohan To: R. Ng CC: V. Sinaniyev, J. Bellack, A. Harinstein, et al. Subject: Re: FYI: re: Free Wheel

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49	2009-06-12	GOOG-TEX-00465675	GOOG-TEX-00465676	Highly Confidential	Email (June 12, 2009) From: N. Mohan To: S. Wojcicki Cc: N. Fox Subject: Re: how was the product review today?
50	2009-07-00	GOOG-DOJ-09126262	GOOG-DOJ-09126287	Highly Confidential	Google Ad Exchange - Project Romulus
51	2009-07-09	GOOG-AT-MDL-015234667	GOOG-AT-MDL-015234669	Highly Confidential	Email (July 9, 2009) From: C. Keady To: S. Spencer CC: W. Lam, K. Herbert Subject: Re: New DoubleClick Ad Exchange now live
52	2009-09-17	N/A	N/A	Publicly available	Google Blog Post (Sep. 17, 2009): N. Mohan, The DoubleClick Ad Exchange: growing the display advertising pie for everyone
53	2009-09-18	GOOG-DOJ-AT-01133273	GOOG-DOJ-AT-01133315	Highly Confidential	DoubleClick Advertising Exchange - User Guide (Beta)
54	2009-09-18	GOOG-TEX-00770502	GOOG-TEX-00770503	Highly Confidential	Email (Sep. 18, 2009) From: C. Hao To: internalnews@google.com Subject: [Internal Google News] Two Minutes With... N. Mohan
55	2009-09-19	GOOG-AT-MDL-010836318	GOOG-AT-MDL-010836321	Highly Confidential	Email (Sep. 19, 2009) From: S. Woods To: S. Feldman CC: J. Heilig, adsense-eng, J. Huber, et al. Subject: Re: [AdSense-eng-wat] [AdSense-eng] Re: [Ads-engdirs] DoubleClick Ad Exchange 2.0 - Launched!
56	2009-10-09	GOOG-AT-MDL-009716796	GOOG-AT-MDL-009716828	Confidential	Email (Oct. 9, 2009) From: A. Srivastava To: S. Spencer, J. Bellack, B. Bender CC: J. Nevitt, F. Rosen Subject: Draft AFD deck for Neal Attach: AFD Keynote Deck Draft
57	2009-11-19	GOOG-AT-MDL-016761930	GOOG-AT-MDL-016762002	Highly Confidential	Email (Nov. 19, 2009) From: A. Vogenthaler To: S. Dove, J. Bellack Subject: final slides Attach: Google Presentations - XFP Implementation; XFP Pricing Proposal
58	2009-12-11	GOOG-AT-MDL-009111304	GOOG-AT-MDL-009111305	Confidential	eMarketer, "US Online Ad Spend Turns the corner" (Dec. 11, 2009)

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59	2010-01-06	GOOG-AT-MDL-009610546	GOOG-AT-MDL-009610549	Confidential	Email (Jan. 6, 2010) From: N. Mohan To: adsense-doubleclick-pm@google.com BCC: multiple Google recipients Subject: Display / Content Ads - Lets Make 2010 Even Better than 2009!
60	2010-02-00	N/A	N/A	Publicly available	PubMatic White Paper (Feb. 2010): Understanding Real-Time Bidding (RTB) From the Publisher Perspective
61	2010-02-18	N/A	N/A	Publicly available	Microsoft & Yahoo! Press Release (Feb. 18, 2010): Yahoo! And Microsoft to Implement Search Alliance
62	2010-03-22	GOOG-TEX-00068980	GOOG-TEX-00068983	Highly Confidential	Email (Mar. 22, 2010) From: A. Eagle To: S. Spencer CC: A. Makishima Subject: Re: ad exchange paragraph in board letter
63	2010-03-22	GOOG-AT-MDL-016986419	GOOG-AT-MDL-016986420	Confidential	Email (Mar. 22, 2010) From: A. Eagle To: S. Spencer CC: Aly Makishima Subject: Re: ad exchange paragraph in board letter
64	2010-04-08	N/A	N/A	Publicly available	Archived Right Media web page: Let Right Media Become your Demand Side Platform (DSP) Partner
65	2010-05-03	GOOG-AT-MDL-006824716	GOOG-AT-MDL-006824718	Confidential	Email (May 3, 2010) From: M. Carpenter-Arevalo To: S. Sheffer CC: N. Hsu, C. Wire, N. Mehta, et al. Subject: Re: Is AdX cannibalizing AdSense Online Inventory?
66	2010-06-15	GOOG-DOJ-AT-00563186	GOOG-DOJ-AT-00563189	Highly Confidential	Ad Exchange White Paper - Profiting from Non-Guaranteed Advertising: The Value of Dynamic Allocation & Auction Pricing for Online Publishers
67	2010-06-19	GOOG-DOJ-09841307	GOOG-DOJ-09841348	Highly Confidential	Email (June 19, 2010) From: M. Stepka To: Google Business Council CC: H. DE Castro, N. Mohan, S. Kamangar, et al. Subject: BC Pricing Review 2010.06.21 - Digital Content Provider and DFP Attach: Google Slide Deck (June 21, 2010) - DoubleClick for Publishers (DFP) Pricing Review
68	2010-06-29	GOOG-AT-MDL-012527113	GOOG-AT-MDL-012527113-0034	Confidential	Google Slide Deck - Agency Display Update The right ad to the right audience
69	2010-07-12	GOOG-AT-MDL-B-000328057	GOOG-AT-MDL-B-000328074	Highly Confidential	PRD: an Enhanced AdSense Front-End home screen

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70	2010-07-24	GOOG-AT-MDL-004532750	GOOG-AT-MDL-004532752	Confidential	Email (July 24, 2010) From: J. Bellack To: C. Wire CC: S. Sheffer, J. Firkus, S. Dove Subject: Re: Yield management positioning
71	2010-08-00	GOOG-AT-MDL-015269020	GOOG-AT-MDL-015269052	Confidential	Google Slide Deck (Aug, 2010) - Evolution of the Industry & AdX History: How that damn "Crowded Display Landscape" Slide Came to Be...
72	2010-09-06	GOOG-DOJ-06570825	GOOG-DOJ-06570833	Highly Confidential	Ad Exchange launch - 600 second media briefing script and answer paths
73	2010-10-04	MSFT-0001492336	MSFT-0001492398	Highly Confidential	Amended and Restated Display Media Services Agreement (AppNexus)
74	2010-12-00	GOOG-AT-MDL-B-003828789	GOOG-AT-MDL-B-003828819	Confidential	Google Slide Deck - AdSense Front End Update on Open Beta & 2011 Strategy
75	2011-00-00	MSFT-LIT-0000079024	MSFT-LIT-0000079024	Highly Confidential - AEO	AppNexus Slide Deck (2011) - 2011 Strategic Plan
76	2011-01-07	GOOG-DOJ-06571473	GOOG-DOJ-06571480	Highly Confidential	Email (Jan. 7, 2011) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2010 and Our Plans for 2011
77	2011-01-19	GOOG-DOJ-12086074	GOOG-DOJ-12086079	Highly Confidential	Email (Jan. 19, 2011) From: N. Mohan To: E. Schmidt CC: multiple Google recipients Subject: 2011 Google Strategy memo - (Near Final) Draft
78	2011-02-02	GOOG-DOJ-13245481	GOOG-DOJ-13245488	Highly Confidential	Email (Feb. 2, 2011) From: S. Spencer To: J. Bellack, G. Ryder CC: multiple Google recipients Subject: Re: Update on AdX YM: Client feedback and Latest Progress
79	2011-02-15	GOOG-AT-MDL-006825142	GOOG-AT-MDL-006825145	Confidential	Email (Feb. 15, 2011) From: S. Sheffer To: C. Wire Subject: Re: Fwd: [Monetization-pm] AdWords Cross Exchange Buying Update

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
80	2011-02-23	GOOG-DOJ-13247321	GOOG-DOJ-13247331	Highly Confidential	Email (Feb. 23, 2011) From: Google Industry Relations To: J. Bellack, J. Berg, J. Chang, et al. CC: multiple Google recipients Subject: IMPORTANT INFO for Googlers Attending IAB Annual Conference, 2/27-3/1 Attach: AdEx_Impact_2pp_CS_d2, AdEx_Pub_2pp_CS, etc. Google Document - White Paper - DoubleClick Ad Exchange
81	2011-02-25	GOOG-DOJ-03599580	GOOG-DOJ-03599645	Highly Confidential	Email (Feb. 25, 2011) From: P. Kapoor To: mamrfp@gsm.org, Hstevens@gsm.org, Gjakins@gsm.org CC: M. Theermann BCC: P. Kapoor Subject: Admeld Response: GSMA RFP Attach: Admeld Response Schedule 1; Admeld Response Schedule 1 Confidential Financial Results Schedule 2, etc.
82	2011-03-15	GOOG-DOJ-10590974	GOOG-DOJ-10590998	Highly Confidential	Google Slide Deck (March 15, 2011) - Project 1 (Admeld and PubMatic)
83	2011-03-17	GOOG-DOJ-13249608	GOOG-DOJ-13249613	Highly Confidential	Email (Mar. 17, 2011) From: A. Livingston To: J. Bellack Subject: Re: Cross-exchange buying and Google's AdSense/AdX policies
84	2011-04-06	GOOG-AT-MDL-009115977	GOOG-AT-MDL-009115978	Confidential	Email (Apr. 6, 2011) From: S. Sheffer To: opg-global CC: F. Brougher, H. DE Castro, N. Mohan, J. Heilig, R. Alfonsi, S. Missoffe Subject: OPG: Looking back at an eventful Q1 and looking forward to Q2
85	2011-04-29	GOOG-DOJ-07807539	GOOG-DOJ-07807542	Highly Confidential	Abrantes-Metz Ex. 12 (with handwritten notes) Email (Apr. 29, 2011) From: S. Spencer To: J. Miller, Z. Goldberg CC: J. Bellack, B. Bender Subject: Re: AwBid - Which networks to buy
86	2011-04-29	GOOG-DOJ-07807539	GOOG-DOJ-07807542	Highly Confidential	Email (Apr. 29, 2011) From: S. Spencer To: J. Miller, Z. Goldberg CC: J. Bellack, B. Bender Subject: Re: AwBid - Which networks to buy

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87	2011-06-00	GOOG-DOJ-10590882	GOOG-DOJ-10590899	Highly Confidential	Google Slide Deck (June 2011) Project 17: Proposed Acquisition of AdMeld - Presentation to the Google Board
88	2011-06-01	GOOG-DOJ-04308863	GOOG-DOJ-04308912	Highly Confidential	Google Slide Deck (June 1, 2011) Display Advertising - OC Business Review
89	2011-06-01	GOOG-DOJ-AT-02643917	GOOG-DOJ-AT-02643964	Highly Confidential	Google Slide Deck (June 1, 2011) Display Advertising - OC Business Review
90	2011-06-16	GOOG-AT-MDL-004534725	GOOG-AT-MDL-004534725	Confidential	Email (June 16, 2011) From: N. Hsu To: C. Wire, S. Sheffer Subject: [FYI] AWBID Update
91	2011-07-00	GOOG-AT-MDL-B-003881091	GOOG-AT-MDL-B-003881108	Highly Confidential	The Arrival of Real-Time Bidding and What it Means for Media Buyers
92	2011-07-00	N/A	N/A	Publicly available	The Arrival of Real-Time Bidding and What it Means for Media Buyers
93	2011-08-07	DOJ-ADS-0000077953	DOJ-ADS-0000077953	Highly Confidential	Email (Aug. 7, 2011) From: B. O'Kelley To: M. Bonanno Cc: M. Rubenstein Subject: Re: Google-Admled DOJ Investigation
94	2011-09-02	MAGNITE-00015312	MAGNITE-00015320	Highly Confidential	Rubicon Project, Product Data Sheet: REVV for Publishers
95	2011-11-09	N/A	N/A	Publicly available	FBI Press Release (Nov. 9, 2011): Manhattan U.S. Attorney Charges Seven Individuals for Engineering Sophisticated Internet Fraud Scheme That Infected Millions of Computers Worldwide and Manipulated Internet Advertising Business
96	2011-12-02	N/A	N/A	Publicly available	DOJ Press Release (Dec. 2, 2011): "Statement of the Department of Justice's Antitrust Division on Its Decision to Close Its Investigation of Google Inc.'s Acquisition of Admled Inc."
97	2011-12-07	GOOG-AT-MDL-009593321	GOOG-AT-MDL-009593324	Confidential	Email (Dec. 7, 2011) From: E. English To: internal news Subject: [Internal News] Google and Admled Join Forces
98	2012-01-08	GOOG-DOJ-15768395	GOOG-DOJ-15768426	Highly Confidential	Google Slide Deck (Jan. 8, 2012) XFP Backfill Tech Talk
99	2012-01-09	GOOG-DOJ-15214159	GOOG-DOJ-15214213	Highly Confidential	Google Slide Deck (Jan. 9, 2012) Admled - Deep Dive
100	2012-01-10	GOOG-DOJ-03602780	GOOG-DOJ-03602797	Highly Confidential	Google Slide Deck - Admled / AdX Joint Sales Kickoff

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101	2012-01-11	GOOG-DOJ-06578105	GOOG-DOJ-06578111	Highly Confidential	Email (Jan. 11, 2012) From: N. Mohan To: J. Heilig BCC: multiple Google recipients Subject: Google Display: A Look Back on 2011 and Our Plans for 2012
102	2012-01-26	GOOG-DOJ-13271306	GOOG-DOJ-13271308	Highly Confidential	Email (Jan. 26, 2012) From: S. Spencer To: A. Duffy CC: M. Thomas, J. Boortz, J. Bellack Subject: Re: AdMeld integration plans?
103	2012-02-03	GOOG-DOJ-03601148	GOOG-DOJ-03601190	Highly Confidential	Email (Feb. 3, 2012) From: A. Clark To: P. Kapoor, J. Clemmens, J. Kelly, J. Stroot, B. Akers Subject: Fwd: AdX Direct Deal Question Attach: Mysteries of Dynamic Allocation
104	2012-02-11	N/A	N/A	Publicly available	Archived webpage: DoubleClick for Publishers Help - Terminology differences with DART
105	2012-02-13	GOOG-DOJ-14837903	GOOG-DOJ-14837926	Highly Confidential	Email (Feb. 13, 2012) From: S. Spencer To: unspecified Subject: Attachment Attach: Google Slide Deck - Contract Terms & Pricing Reconciliation
106	2012-02-14	N/A	N/A	Publicly available	Guidelines for the Conduct of Ad Verification, IAB (Feb. 14, 2012)
107	2012-02-22	GOOG-DOJ-13273700	GOOG-DOJ-13273703	Highly Confidential	Email (Feb. 22, 2012) From: X. Brouard To: J. Bellack, A. Vogenthaler CC: D. Bradstock, J. Washing, L. James, D. Brooks Subject: Gorilla Nation - DFP AdServing fees for new Admeld set up - NEED YOUR INPUT Attach: Google Document - AdX Dynamic Allocation Project
108	2012-03-08	GOOG-DOJ-04302350	GOOG-DOJ-04302353	Highly Confidential	Google Slide Deck - Dynamic Rev Share for AdWords on AdExchange - GDN & AdEx
109	2012-03-14	N/A	N/A	Publicly available	Google blog post: S. Ramaswamy, Making our ads better for everyone
110	2012-04-02	N/A	N/A	Publicly available	Yahoo Advertising Solutions Editorial: Right Media Exchange, The Right Media Exchange Delivers Maximum Performance and Yield (Apr. 2, 2012)

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111	2012-04-04	GOOG-AT-MDL-B-000044040	GOOG-AT-MDL-B-000044044	Confidential	Email (Apr. 4, 2012) From: xfp-pm@google.com, D. Bradstock To: E. Manor CC: J. Bigler, S. Spencer, F. Ryan, J. Bellack, W. Kim, J. Yu, N. Mohan. Et al. Subject: Re: [xfp-pm] Re: Release Notes ASFE/ADX FE 20120329
112	2012-04-09	N/A	N/A	Publicly available	Facebook Press Release (Apr. 9, 2012): Facebook to Acquire Instagram
113	2012-04-10	N/A	N/A	Publicly available	Adzerk archived webpage: Welcoming Rubicon Project To The AdOS Marketplace
114	2012-04-10	GOOG-DOJ-29389832	GOOG-DOJ-29389846	Confidential	Unified AdX & Admeld Contract Comms Doc
115	2012-04-15	N/A	N/A	Publicly available	Adzerk archived webpage: Welcoming PubMatic To The AdOS Marketplace
116	2012-05-02	GOOG-AT-MDL-B-000044363	GOOG-AT-MDL-B-000044365	Confidential	Email (May 2, 2012) From: David Hall To: C. Wire CC: J. Bellack, A. Singh, D. Hall Subject: Re: AFC pitch deck? Attach: AdSense Overview for Strategic Partners
117	2012-05-24	GOOG-DOJ-06818298	GOOG-DOJ-06818445	Highly Confidential	Email (May 24, 2012) From: A. Shellhammer To: M. Simpson CC: A. Clark, B. Barokas, P. Kapoor, L. Pflager Subject: Re: Programmatic trading Attach: Admeld PX White Paper Digital Final, Invite Playbook, Insights From Buyers and Sellers on the RTB Opportunity, DC Ad Exchange WP; Future of Digital Media Buying; Forrester Wave Sell-Side Platforms; RTB Hits the Mainstream, AdMeld Forrester
118	2012-06-18	GOOG-DOJ-13281019	GOOG-DOJ-13281023	Highly Confidential	Email (June 18, 2012) From: C. Conroy To: J. Bellack CC: B. Adams Subject: Re: IMPORTANT: YM Strategy Discussion Prep
119	2012-06-18	GOOG-DOJ-13281035	GOOG-DOJ-13281040	Highly Confidential	Email (June 18, 2012) From: B. Adams To: J. Bellack CC: C. Conroy Subject: Re: IMPORTANT: YM Strategy Discussion prep
120	2012-06-19	GOOG-DOJ-13281069	GOOG-DOJ-13281078	Highly Confidential	Google Slide Deck - TYM Strategy Thoughts
121	2012-07-13	GOOG-DOJ-13605152	GOOG-DOJ-13605158	Highly Confidential	Dynamic Revshare for AdWords on AdX
122	2012-09-00	TTD DOJ-GOOG23-0001952	TTD DOJ-GOOG23-0001953	Highly Confidential - AEO	Competitive intel Framework

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123	2012-09-01	GOOG-DOJ-03606441	GOOG-DOJ-03606451	Highly Confidential	Abrantes-Metz Ex. 17 (with handwritten notes) Admeld Product and Client Migration - Comms Doc
124	2012-09-01	GOOG-DOJ-03606441	GOOG-DOJ-03606451	Highly Confidential	Admeld Product and Client Migration - Comms Doc
125	2012-09-20	GOOG-DOJ-13284614	GOOG-DOJ-13284615	Highly Confidential	Grow AdX sell-side revenue by making AdX compete with DFP publishers' reserved ads
126	2012-09-21	GOOG-AT-MDL-004433563	GOOG-AT-MDL-004433576	Confidential	Email (Sep. 21, 2012) From: S. Spencer To: N. Mohan Subject: Fwd: Publisher-Facing External Deck on The Combined AdX-Admeld Platform Attach: Ad_Admeld_Integration_UpdateQ4
127	2012-10-22	GOOG-AT-MDL-009280310	GOOG-AT-MDL-009280337	Confidential	Google Slide Deck - The Display Advertising Platform: An Integrated Strategic Plan
128	2012-10-30	GOOG-DOJ-05247255	GOOG-DOJ-05247276	Highly Confidential	Google Slide Deck - GDN - Strategic Offsite Initiatives Update
129	2012-11-20	GOOG-DOJ-09434884	GOOG-DOJ-09434891	Highly Confidential	PRD: AWBid Pilot (aka. AWBid PRD v2)
130	2012-12-12	GOOG-AT-MDL-015658196	GOOG-AT-MDL-015658221	Confidential	Email (Dec. 12, 2012) From: Dany Taylor To: B. Bender, B. Flack, A. Weinberg Subject: Fwd: Facebook Exchange sales pitch from SMX Attach: 771-ChristinaPark
131	2012-12-17	GOOG-DOJ-04634352	GOOG-DOJ-04634354	Highly Confidential	Email (Dec. 17, 2012) From: adwords-shopping-all To: S. Ramaswamy Cc: adwords-shopping-all Subject: Re: weekly search ads newsletter
132	2013-00-00	GOOG-DOJ-03131895	GOOG-DOJ-03131900	Highly Confidential	Note to Display Team
133	2013-01-03	GOOG-AT-MDL-015050132	GOOG-AT-MDL-015050132	Confidential	Email (Jan. 3, 2013) From: J. Cohen To: J. Bellack CC: B. Adams, R. Fran Subject: Re: DO NOT FORWARD feedback on DFP 2012 summary for Neal's annual note
134	2013-01-03	GOOG-DOJ-03604468	GOOG-DOJ-03604470	Highly Confidential	AdX 3rd Party Server-Side Dynamic Allocation Status
135	2013-01-11	GOOG-DOJ-13197248	GOOG-DOJ-13197270	Highly Confidential	Google Slide Deck - AdX Traditional Yield Management (TYM) Deep Dive
136	2013-01-16	GOOG-DOJ-02854344	GOOG-DOJ-02854351	Highly Confidential	Google Slide Deck (Jan. 16, 2013) - GDN Dynamic Revshare Launch
137	2013-01-17	N/A	N/A	Publicly available	AdWords Blog: Ads Security: 2012 Retrospective

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138	2013-01-17	GOOG-DOJ-04306227	GOOG-DOJ-04306227	Highly Confidential	Email (Jan. 17, 2013) From: J. Heilig To: N. Srinivasan CC: N. Mohan, N. Fox, E. Manor, S. Spencer, W. Kim, et al. Subject: Re: GDN Dynamic Revshare launched today!
139	2013-01-25	GOOG-AT-MDL-002391198	GOOG-AT-MDL-002391248	Confidential	Email (Jan. 25, 2013) From: S. Bolger To: C. Wire, J. Galvin, S. Sheffer Subject: Fwd: Sales process for Dyn Rmkt campaign Attach: Google_Remarketing_Solutions_Update_Jan_2013
140	2013-02-00	GOOG-DOJ-04403503	GOOG-DOJ-04403573	Highly Confidential	Google Slide Deck (Feb. 2013) - Global Display Solutions & Services
141	2013-02-04	GOOG-DOJ-15601956	GOOG-DOJ-15601957	Highly Confidential	Self Competing Candidates in the AdX Auction
142	2013-02-06	GOOG-AT-MDL-014418162	GOOG-AT-MDL-014418165	Confidential	Email (Feb. 6, 2013) From: beyondinteractive To: mediacom-us, Dell Team Subject: [Beyond interactive] Fwd: Introducing AdWords Enhanced Campaigns
143	2013-02-12	GOOG-DOJ-04307267	GOOG-DOJ-04307268	Highly Confidential	Email (Apr. 12, 2013) From: K. Bhatia To: B. Stewart, B. Atish, M. Mayer, P. Naylor Cc: J. Bellack, B. Baynes, K. Aciram, N. Mohan Subject: Re: Google/NBC - DFP Premium Upgrade Project Team
144	2013-02-25	NHTSA-ADS-0000718826	NHTSA-ADS-0000718831	Highly Confidential	Determination and Finding Checklist - Inherently Governmental Function
145	2013-02-27	GOOG-AT-MDL-011786129	GOOG-AT-MDL-011786136	Highly Confidential	Email (Feb. 27, 2013) From: S. Sheffer To: M. Pi Subject: Re: [Project Aristotle Weekly Mtg] 2/20 Hybrid kickoff notes
146	2013-03-22	GOOG-DOJ-1424558	GOOG-DOJ-1424561	Highly Confidential	Abrantes-Metz Ex. 18 (with handwritten notes) Email (Mar. 22, 2013) From: M. Pal To: S. Spencer CC: E. Manor, D. Bradstock, R. Spivak, A. Pappu Subject: Re: AdX TOS effectively prohibits publisher from using an adserver?

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147	2013-04-19	GOOG-AT-MDL-011786634	GOOG-AT-MDL-011786635	Confidential	Email (Apr. 19, 2013) From: S. Sheffer To: A. Singh Subject: Re: *CLIENT NOTIFICATION NEEDED* Filtering botnets will materially reduce traffic for ~100 XFP pubs starting WED APR 24, possible AdX/AdSense impact too
148	2013-04-25	GOOG-DOJ-11753371	GOOG-DOJ-11753378	Highly Confidential	Email (Apr. 25, 2013) From: J. Dale To: C. LaSala Subject: Fwd: AdMeld Migration Update Attach: RTB surpasses traditional graph
149	2013-05-09	GOOG-DOJ-09916352	GOOG-DOJ-09916354	Highly Confidential	Email (May 9, 2013) From: B. Falck To: D. Alegre CC: A. Booth, S. Sheffer, L. Reese Subject: Fwd: [AdSense-DoubleClick-pm]Launch of AWBid: Cross-exchange Buying for AdWords Remarketing
150	2013-05-22	GOOG-DOJ-06583662	GOOG-DOJ-06583667	Highly Confidential	Email (May 22, 2013) From: Michael Smith To: A. Pappu CC: B. Adams, J. Bellack, S. Spencer, N. Mohan, Fran Ryan, J. Heilig Subject: Re: Dynamic Allocation with other ad servers
151	2013-05-29	GOOG-DOJ-04405315	GOOG-DOJ-04405319	Highly Confidential	Email (May 29, 2013) From: gdsp@google.com To: L. Reese CC: P. Schindler Subject: Bruce presented at PMG; quick update
152	2013-06-18	GOOG-DOJ-13512701	GOOG-DOJ-13512705	Highly Confidential	Realtime Spam Prediction for AWBid
153	2013-06-20	GOOG-DOJ-03606486	GOOG-DOJ-03606491	Highly Confidential	Google Slide Deck - Project Jordan
154	2013-06-28	GOOG-DOJ-03366145	GOOG-DOJ-03366147	Highly Confidential	Call-out-Proxy: 1-bid, 2-bid, and min-bid
155	2013-06-28	GOOG-AT-MDL-014628553	GOOG-AT-MDL-014628554	Confidential	Email (June 28, 2013) From: A. Klee To: S. Spencer Subject: Re: [AdX-Services] [adx-questions:11652] Multiple bids from DSPs
156	2013-07-22	GOOG-AT-MDL-014178137	GOOG-AT-MDL-014178148	Confidential	Google Slide Deck - Building for the Future
157	2013-07-22	GOOG-DOJ-03366173	GOOG-DOJ-03366199	Highly Confidential	Google Slide Deck - The Pricing Paradox and solutions

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158	2013-07-29	GOOG-TEX-00077718	GOOG-TEX-00077722	Highly Confidential	Email (July 29, 2013) From: S. Spencer To: R. Curwen CC: Drew Bradstok, Michael Smith Subject: Re: Dynamic Allocation - Case Study Attach: Google Document - Profiting from Non-Guaranteed Advertising: The Value of Dynamic Allocation & Auction Pricing for Online Publishers
159	2013-08-06	GOOG-DOJ-13197448	GOOG-DOJ-13197514	Highly Confidential	Google Slide Deck - XFP+AdX Revenue Optimization via Cross-Priority Ranking
160	2013-08-15	GOOG-DOJ-03607096	GOOG-DOJ-03607102	Highly Confidential	Google Slide Deck - Admeld Publisher Growth
161	2013-08-21	GOOG-DOJ-14252524	GOOG-DOJ-14252526	Highly Confidential	Email (Aug. 21, 2013) From: N. Jayaram To: R. Siemborski CC: X. Bao, B. Rabii, adx-quality, B. Mears, S. Sunder, A. Amini Subject: Re: [Caqengleads] Profit metrics for RASTA
162	2013-08-23	GOOG-AT-MDL-008931580	GOOG-AT-MDL-008931581	Confidential	eMarketer, Nearly One-fifth of US Display Spending Will Be Automated This Year
163	2013-09-00	GOOG-TEX-00054839	GOOG-TEX-00054872	Highly Confidential	Google Slide Deck (Sep. 2013) - Ad Exchange Dynamic Allocation - Ad Exchange Academy
164	2013-09-09	GOOG-DOJ-04529447	GOOG-DOJ-04529449	Highly Confidential	Email (Sep. 9, 2013) From: pmg To: B. Stewart Cc: PBS Management Team (PMG), C. LaSala Subject: Re: Summary From 2013 Display Strategy Offsite
165	2013-09-19	N/A	N/A	Publicly available	Inside AdSense Blog Post: Redesigned text Ads on the Google Display Network
166	2013-09-30	GOOG-DOJ-06829061	GOOG-DOJ-06829062	Highly Confidential	Email (Sep. 20, 2013) From: M. Stark To: P. Kapoor Subject: Re: Admeld-AdX Migration Update - September 30, 2013
167	2013-10-00	GOOG-AT-MDL-009557264	GOOG-AT-MDL-009557297	Confidential	Google Slide Deck (Oct. 2013) - PBS 2013 Annual Plan
168	2013-10-00	GOOG-AT-MDL-013856926	GOOG-AT-MDL-013856973	Confidential	Google Slide Deck (Oct. 2013) - Display Ads Deep Dive: Buyside
169	2013-10-00	OPENX-00000083	OPENX-00000088	Highly Confidential	OpenX Slide Deck (Oct. 2013) - SSP: Competitive Landscape and Objection Handling
170	2013-10-00	GOOG-DOJ-06842351	GOOG-DOJ-06842362	Highly Confidential	Google Slide Deck (Oct. 2013) - Project Bernanke - gTrade Update
171	2013-10-18	GOOG-DOJ-14952787	GOOG-DOJ-14952789	Confidential	Email (Oct. 18, 2013) From: launch@google.com To: W. Kim Subject: [Launch 106307] gTrade: Project Bernanke
172	2013-10-21	GOOG-DOJ-12700489	GOOG-DOJ-12700501	Highly Confidential	Google Slide Deck (Oct. 21, 2013) - Project Bernanke - Launch Presentation

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173	2013-10-30	GOOG-DOJ-03609163	GOOG-DOJ-03609194	Highly confidential	Google Slide Deck - Publishers 101
174	2013-10-30	GOOG-TEX-00055079	GOOG-TEX-00055086	Highly Confidential	Google Slide Deck - Rubicon: What's The Deal?
175	2013-10-31	GOOG-DOJ-04146854	GOOG-DOJ-04146857	Highly Confidential	Email (Oct. 31, 2013) From: android-ads To: C. Navrides CC: S. Suppe, F. de Gantes, S. Chang, J.n Alferness, P. Shodjai, et al. Subject: [android-ads] Re: [AdSense-DoubleClick-pm] Re: [Monetization-pm] Re: [xfp-pm] Advertising ID Launched!
176	2013-11-06	N/A	N/A	Publicly available	European Commission - Commission Staff Working Document
177	2013-11-11	GOOG-AT-MDL-009644018	GOOG-AT-MDL-009644018	Highly Confidential	Google Spreadsheet - Launch request - gTrade: Project Bernanke
178	2013-11-16	GOOG-DOJ-15416614	GOOG-DOJ-15416625	Highly Confidential	Understanding dynamic allocation, preferred deals, and enhanced dynamic allocation (beta)
179	2013-11-21	GOOG-AT-MDL-012324145	GOOG-AT-MDL-012324145	Confidential	Third-Party Server Side Dynamic Allocation Proposal
180	2013-12-05	GOOG-AT-MDL-012551468	GOOG-AT-MDL-012551482	Highly Confidential	Automatic Whitelisting for AWBid
181	2013-12-06	OPENX-00013598	OPENX-00013600	Highly Confidential	Email (Dec. 6, 2013) From: T. Cadogan To: N. Marakovic, A. Braccia, H. Hochhauser CC: J. Gentry, Q. Saifee, N. Cumins, M. Goyal, J. Fairchild, R. Corn Subject: Board Strategy Session Follow-up: Notes and Conclusions
182	2013-12-22	GOOG-AT-MDL-001311789	GOOG-AT-MDL-001311791	Confidential	Email (Dec. 22, 2013) From: P. Bjorke To: K. Park CC: M. McNally, P. Rivard, A. Jacobson, E. Erfanian, O. Bachmann Subject: Re: AwBid Experiment
183	2014-00-00	GOOG-DOJ-05250916	GOOG-DOJ-05250950	Highly Confidential	Google Slide Deck (2014) - Display & Video Ads
184	2014-00-00	GOOG-DOJ-06605536	GOOG-DOJ-06605538	Highly Confidential	FB Compete for Ads Strategy 2014
185	2014-01-00	GOOG-DOJ-15140608	GOOG-DOJ-15140609	Highly Confidential	Impact of GDN not participating in AdX Auctions
186	2014-01-08	GOOG-AT-MDL-001312043	GOOG-AT-MDL-001312045	Confidential	Email (Jan. 8, 2014) From: V. Rao To: K. Park CC: M. McNally, P. Rivard, A. Jacobson, E. Erfanian, P. Bjorke, O. Bachmann, R. Zippel Subject: Re: AwBid Experiment
187	2014-01-12	N/A	N/A	Publicly available	Google Ad Manager Help, Google Publisher Policies
188	2014-01-15	GOOG-AT-MDL-019245395	GOOG-AT-MDL-019245396	Confidential	AwBid Traffic
189	2014-01-16	GOOG-AT-MDL-010845138	GOOG-AT-MDL-010845143	Confidential	Email (Jan. 16, 2014) From: N. Mohan To: J. Heilig Subject: Display Ads in 2013: A Great Year for Users, Advertisers and Publishers

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190	2014-01-17	N/A	N/A	Publicly available	AdWords Blog Post: Busting Bad Advertising Practices – 2013 Year in Review
191	2014-01-28	GOOG-AT-MDL-019522194	GOOG-AT-MDL-019522198	Confidential	Email (Jan. 28, 2014) From: J. Yuan To: P. Rivard CC: T. Maurer, E. Goh, O. Zamir, D. Kuzmin, M. Young-Lai, K. Yoon, R. Surdulescu, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid exp for all remarketing
192	2014-01-28	GOOG-AT-MDL-019522205	GOOG-AT-MDL-019522210	Confidential	Email (Jan. 28, 2014) From: J. Yuan To: R. Surdulescu CC: E. Goh, P. Rivard, T. Maurer, O. Zamir, D. Kuzmin, M. Young-Lai, K. Yoon, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid for all remarketing
193	2014-01-29	GOOG-AT-MDL-015464076	GOOG-AT-MDL-015464076	Confidential	Email (Jan. 29, 2014) From: E. Goh To: P. Rivard CC: T. Maurer, J. Yuan, Y. Yoon, M. Young-Lai, O. Zamir, D. Kuzmin, R. Surdulescu, M. McNally, P. Bjorke, K. Park Subject: Re: Status Check of awbid exp for all remarketing
194	2014-01-29	GOOG-AT-MDL-015464084	GOOG-AT-MDL-015464087	Confidential	Email (Jan. 29, 2014) From: T. Maurer To: R. Surdulescu CC: O. Zamir, P. Rivard, E. Goh, J. Yuan, Y. Yoon, M. Young-Lai, D. Kuzmin, M. McNally, P. Bjorke, K. Park Subject: Re: status check of AWBid exp for all remarketing
195	2014-02-05	GOOG-DOJ-0361002	GOOG-DOJ-0361004	Highly Confidential	Abrantes-Metz Ex. 19 (with handwritten notes) AdX Comms: Server Side Interface for 3rd party ad server dynamic allocation
196	2021-10-15	GOOG-DOJ-03610002	GOOG-DOJ-03610004	Highly Confidential	Google AdX Comms Doc - Server Side Interface for 3rd party ad server dynamic allocation
197	2014-03-00	GOOG-AT-MDL-009632479	GOOG-AT-MDL-009632486	Highly Confidential	Emerging Products Deal Executive Summary Deal name/Type of Deal: AWBid inventory buying agreement
198	2014-03-00	GOOG-DOJ-14260375	GOOG-DOJ-14260377	Highly Confidential	DFP-AdX Account Unification
199	2014-03-00	GOOG-DOJ-AT-00569936	GOOG-DOJ-AT-00569937	Highly Confidential	Increase GDN margin on AdX from 14% to 15%
200	2015-04-06	MAGNITE-00003887	MAGNITE-00004129	Highly Confidential	Kaylie Slides for Opening 10 minutes
201	2014-04-09	GOOG-DOJ-12000007	GOOG-DOJ-12000014	Highly Confidential	Auto resize image ads for display campaigns PRD
202	2014-04-10	GOOG-DOJ-03610481	GOOG-DOJ-03610542	Highly Confidential	Google Slide Deck - Path to Premium: A refined strategy for a rapidly evolving industry
203	2014-04-16	GOOG-AT-MDL-019215294	GOOG-AT-MDL-019215342	Confidential	Google Slide Deck - Simplicity: CAWFE, GDN Meeting 3/12
204	2014-04-22	GOOG-DOJ-15417688	GOOG-DOJ-15417696	Highly Confidential	EDA / AdX help articles

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205	2014-04-30	N/A	N/A	Publicly available	Meta Blog Post: Song Qian, Introducing Facebook's Audience Network
206	2014-05-05	GOOG-DOJ-04156545	GOOG-DOJ-04156551	Highly Confidential	Creating a Competitive Advantage for AdX through Clean Ad Traffic
207	2014-05-12	GOOG-DOJ-03876025	GOOG-DOJ-03876055	Highly Confidential	Google Slide Deck - Discussion on Improving AdX & AdSense backfill
208	2014-05-20	GOOG-AT-MDL-004416876	GOOG-AT-MDL-004416880	Confidential	DFP Comms doc: AdMob Line Item Dynamic Allocation
209	2014-06-09	N/A	N/A	Publicly available	OpenX Press Release (June 9, 2014): OpenX Transforms Concept of SSP with Industry-First Demand Fusion Technology
210	2014-07-17	GOOG-DOJ-06832460	GOOG-DOJ-06832532	Highly confidential	Google Slide Deck (July 17, 2014) - DPP Status Update
211	2014-07-22	GOOG-DOJ-06589992	GOOG-DOJ-0658995	Highly Confidential	Email (July 22, 2014) From: N. Mohan To: Display Eng, Mohan-staff-hr; L. Reese, J. Spero, Lucas Watson, P. Schindler CC: S. Ramaswamy, E. Lipkowitz, S. Silver, T. Frankenstein, K. Kanakamedala, J. O'Connor Subject: Display and Video Ads: 2014 Mid-Year Check-in, Strategy Update
212	2014-08-00	GOOG-DOJ-03619484	GOOG-DOJ-03619485	Highly Confidential	AdX dynamic sell-side rev share (DRS v1) - project description / mini PRD
213	2014-08-00	GOOG-DOJ-06134599	GOOG-DOJ-06134656	Highly Confidential	Google Slide Deck (Aug. 2014) - Core Team Sellside Review
214	2014-08-00	GOOG-DOJ-09000086	GOOG-DOJ-09000093	Highly Confidential	Ad Spam 2015 Strategy
215	2014-08-26	GOOG-DOJ-14304823	GOOG-DOJ-14304823	Highly Confidential	Email (Aug. 26, 2014) From: Google Calendar To: P. BJORKE, P. Shodjai, D. Ejager, et al. Subject: [Update HOLD for AWBid/DBM Spam Discussion
216	2014-09-04	GOOG-DOJ-07227229	GOOG-DOJ-07227249	Highly Confidential	Google Slide Deck (Sep. 4, 2014) - AWBid Update for DMPPM: Cross-exchange buying for remarketing
217	2014-09-11	GOOG-DOJ-03612322	GOOG-DOJ-03612335	Highly Confidential	Google Slide Deck - Display Strategy Offsite
218	2014-09-28	GOOG-DOJ-14045067	GOOG-DOJ-14045086	Highly Confidential	"Beyond the Banner" Narrative
219	2014-10-00	GOOG-DOJ-12443562	GOOG-DOJ-12443588	Highly Confidential	Google Slide Deck (Oct. 2014) - Understanding the AdX Auction: The nuts-and-bolts and what makes it complex
220	2014-10-07	N/A	N/A	Publicly available	Meta Blog Post (Oct. 7, 2014): Tanya Chen, Audience Network Launch
221	2014-10-11	GOOG-AT-MDL-001094067	GOOG-AT-MDL-001094086	Confidential	GDN Auction Overview
222	2014-11-00	GOOG-DOJ-03901693	GOOG-DOJ-03901713	Highly Confidential	Google Slide Deck (Nov. 2014) - First call signal and GDN bidding: Status update
223	2014-11-00	GOOG-TEX-00082536	GOOG-TEX-00082537	Highly Confidential	Why DRX?
224	2014-11-03	N/A	N/A	Publicly Available	David Minkin slide deck (Nov. 3, 2014) - Programmatic Advertising: Separating the Facs and Fiction

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225	2014-11-05	GOOG-DOJ-14878128	GOOG-DOJ-14878130	Highly Confidential	Email (Nov. 5, 2014) From: caqengleads To: caqengleads CC: launchlog Subject: [Caqengleads] [Launch 121341] AdX dynamic sell-side revenue share (DRS) - full launch
226	2014-11-13	GOOG-DOJ-15419945	GOOG-DOJ-15419947	Highly Confidential	Email (Nov. 13, 2014) From: drx-quality To: drx-quality CC: launchlog Subject: [Launch 124105] Per-buyer dynamic price optimization on AdX - full launch (+90M annual revenue from RTB buyers)
227	2014-11-14	GOOG-DOJ-03415484	GOOG-DOJ-03415504	Highly Confidential	Google Slide Deck (Nov. 14, 2014) - Competitive Analysis: Facebook Update
228	2014-11-14	GOOG-AT-MDL-B-005482544	GOOG-AT-MDL-B-005482547	Confidential	Email: (Nov. 14, 2018) From: D. Brinker (NewsCorp) To: C. DiNatali (Google) Re: Congrats
229	2014-12-00	GOOG-AT-MDL-019245435	GOOG-AT-MDL-019245440	Confidential	Abrantes-Metz Ex. 11 (with handwritten notes) AWBid Ad Spam Publisher Quality Investigation
230	2014-12-00	GOOG-AT-MDL-019245435	GOOG-AT-MDL-019245440	Confidential	AWBid Ad Spam Publisher Quality Investigation
231	2014-12-02	GOOG-DOJ-13199584	GOOG-DOJ-13199599	Highly Confidential	Google Slide Deck - Two-sided Dynamic Revenue Sharing
232	2014-12-08	GOOG-DOJ-13330569	GOOG-DOJ-13330573	Highly Confidential	Email (Dec. 8, 2014) From: J. Bellack To: S. Silver Subject: Re: AdX Dynamic Revenue Share - requesting VP Launch Approval by email
233	2014-12-20	GOOG-DOJ-09687308	GOOG-DOJ-09687311	Highly Confidential	Email: (Dec. 20, 2014) From: N. Mohan To: Mohan-staff-hr, display-eng CC: multiple Google recipients Re: Display & Video Ads in 2014: A Year in Review
234	2015-00-00	GOOG-DOJ-04430492	GOOG-DOJ-04430504	Highly Confidential	Google Slide Deck - Header Bidding T1 Impact
235	2015-00-00	GOOG-DOJ-13202659	GOOG-DOJ-13202713	Highly Confidential	Google Side Deck (2015) - Dynamic Sell-Side Revshare: GDN/DRX Summit 2015
236	2015-00-00	SVRN000076	SVRN000076	Confidential	Sovrn Exchange Revenue (Q1 2015 - Q4 2022)
237	2015-01-26	GOOG-DOJ-14514871	GOOG-DOJ-14514874	Highly Confidential	Email (Jan. 26, 2015) From: launch To: E. Lipkovitz Subject: [Launch 127698] AWBid Cross-exchange Pilot for AdWords Remarketing

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238	2015-02-03	N/A	N/A	Publicly available	AdWords Blog Post: Fighting Bad Advertising Practices on the Web — 2014 Year in Review
239	2015-02-05	GOOG-TEX-00048091	GOOG-TEX-00048110	Highly Confidential	PRD: The 2015 Unified/Integrated DRX Query Tool (a.k.a Project Burndlefly)
240	2015-02-06	N/A	N/A	Publicly available	Google Inc. 10-K for the fiscal year ended December 31, 2014
241	2015-02-13	GOOG-DOJ-13199952	GOOG-DOJ-13199962	Highly Confidential	Google Slide Deck - AdX DRA v1 launch review
242	2015-03-00	GOOG-DOJ-06563186	GOOG-DOJ-06563204	Highly Confidential	Google Slide Deck (March 2015) - Mediation detection and GDN bidding: Status update
243	2015-03-00	GOOG-DOJ-27803533	GOOG-DOJ-27803552	Confidential	Google Slide Deck (March 2015) - First call signal and GDN bidding
244	2015-03-00	VOX_00000004	VOX_00000047	Confidential	Slide Deck - AdX Business Review Google Vox Media
245	2015-04-06	MAGNITE-00003934	MAGNITE-00004129	Highly Confidential	Excel - Automated Guaranteed vs. Direct
246	2015-04-13	GOOG-DOJ-11762915	GOOG-DOJ-11762920	Highly Confidential	Google Slide Deck - Top 10 Buy-Side Priorities
247	2015-05-21	GOOG-DOJ-15637938	GOOG-DOJ-15637940	Highly Confidential	Email (May 21, 2015) From: caqengleads To: caqengleads CC: launch Subject: [Caqengleads] [Launch 133445] Global Bernanke (+\$40M revenue)
248	2015-06-00	GOOG-DOJ-15831724	GOOG-DOJ-15831757	Highly Confidential	Google Slide Deck (June, 2015) - Scaling Competitive Intelligence
249	2015-06-03	GOOG-AT-MDL-004555239	GOOG-AT-MDL-004555242	Confidential	Including Budget Constrained Ads in Bernanke
250	2015-06-05	TikTok_GoogleAdTech_00000695	TikTok_GoogleAdTech_00000695	Highly Confidential	2022 Nov to Dec.xlsx
251	2015-06-08	GOOG-DOJ-13200998	GOOG-DOJ-13201003	Highly Confidential	Truthful Revshare: Impact Analysis
252	2015-06-09	GOOG-DOJ-15125337	GOOG-DOJ-15125337	Highly Confidential	Bi-Annual Product Prioritization and Planning Process
253	2015-06-11	GOOG-AT-MDL-014462598	GOOG-AT-MDL-014462599	Confidential	Email (June 11, 2015) From: D. Bradstock To: T. Maurer Subject: Re: AWBid: Rubicon fully ramped up! (Confidential)
254	2015-06-17	GOOG-DOJ-06837998	GOOG-DOJ-06838006	Highly Confidential	Email (June 17, 2015) From: global-programmatic-solutions To: M. Edman CC: D. de Jager, K. Wiechmann, A. Faville, A. Shellhammer Subject: Re: [Ad Spam Eng] Re: [Adspam-ops] Re: [programmatic-news] Putting the user first. Our third wave of attack on unwanted ads injectors
255	2015-07-23	GOOG-TEX-00000001	GOOG-TEX-00000013	Highly Confidential	Google Slide Deck - Optimal AdX in DFP setup: Best practices, and how to triadic RTA/RTP (header bidding) line items

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256	2015-07-23	GOOG-DOJ-11763947	GOOG-DOJ-11763953	Highly Confidential	Abrantes-Metz Ex. 15 (with handwritten notes) Email (July 23, 2015) From: A. Grabincky To: M. Sarlo Dauwalter CC: B. Rowley, C. LaSala, J. Gateau, A. Pappu, D. Bradstock, Dev Gogate, M. Loubser, S. Spencer, J. Sehrt, J. Bellack, D. Goodman, C. Berliat, A. Shellhammer Subject: Re Technorati Releases Tech To Manage Multiple Header Bidding Partners
257	2015-07-23	GOOG-DOJ-11763947	GOOG-DOJ-11763953	Highly Confidential	Email (July 23, 2015) From: A. Grabincky To: M. Sarlo Dauwalter CC: B. Rowley, C. LaSala, J. Gateau, A. Pappu, D. Bradstock, Dev Gogate, M. Loubser, S. Spencer, J. Sehrt, J. Bellack, D. Goodman, C. Berliat, A. Shellhammer Subject: Re Technorati Releases Tech To Manage Multiple Header Bidding Partners
258	2015-07-30	GOOG-DOJ-12689626	GOOG-DOJ-12689638	Highly Confidential	Email (July 30, 2015) From: D. Garcia To: T. Tan CC: M. Sarlo Dauwalter, D. Kestin, C. Schneiderman Subject: Re: Dynamic Allocation Pitches/Slides Attach: Dynamic Allocation Walkthrough
259	2015-08-00	GOOG-DOJ-11558087	GOOG-DOJ-11558112	Highly Confidential	Google Slide Deck - Project Simple: insights debrief
260	2015-08-00	GOOG-DOJ-28385887	GOOG-DOJ-28385908	Confidential	Google Slide Deck (Aug. 17, 2015) - Beyond Bernanke
261	2015-08-06	GOOG-DOJ-14050708	GOOG-DOJ-14050746	Highly Confidential	Google Slide Deck (Aug. 6, 2015) - SMB All Stars Summit - Democratizing Programmatic
262	2015-08-19	GOOG-DOJ-13351316	GOOG-DOJ-13351317	Highly Confidential	Email (Aug. 19, 2015) From: B. Rowley To: C. DiNatali, J. Bellack CC: P. Kapoor Subject: Re: At Meredith Summit in Des Moines
263	2015-08-31	SNAP_00016987	SNAP_00017021	Highly Confidential	Ad Tech Strategy v7
264	2015-09-00	GOOG-DOJ-09141884	GOOG-DOJ-09142010	Highly Confidential	Google Slide Deck (Sep. 2015) - AdX Buy-Side Leadership Summit
265	2015-09-00	GOOG-DOJ-09689850	GOOG-DOJ-09689850-092	Confidential	Display & Video Strategy Book (Sep. 2015)
266	2015-09-00	GOOG-DOJ-10957546	GOOG-DOJ-10957580	Highly Confidential	Google Slide Deck (Q4 2015) - Header Bidding & AdX Positioning
267	2015-09-00	GOOG-DOJ-12112128	GOOG-DOJ-12112147	Highly Confidential	Google Slide Deck (Sep. 2015) - Display Native - Go-to-Market Plan Sept 2015

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268	2015-09-11	GOOG-DOJ-14368357	GOOG-DOJ-14368358	Highly Confidential	Email (Sep. 11, 2015) From: A. Pappu To: C. Cortes Subject: Re: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS)
269	2015-09-11	GOOG-DOJ-15068390	GOOG-DOJ-15068392	Highly Confidential	Email (Sep. 11, 2015) From: C. Cortes To: A. Pappu Subject: Fwd: [Monetization-pm] [drx-pm] LAUNCHED! AdX Dynamic Revenue Share (DRS)
270	2015-09-14	GOOG-DOJ-15728516	GOOG-DOJ-15728518	Highly Confidential	Email (Sep. 14, 2015) From: launch To: W. Kim CC: launchlog Subject: [Launch 121341] AdX dynamic sell-side revenue share (DRS) - full launch excl GDN (\$140m Google/AdX revenue)
271	2015-09-17	GOOG-DOJ-15189434	GOOG-DOJ-15189436	Highly Confidential	Email (Sep. 11, 2015) From: A. Martucci To: E. Kozek CC: S. Cheng Subject: Preliminary thoughts on Header Bidding
272	2015-09-22	N/A	N/A	Publicly available	Archived web page: DoubleClick for Publishers Help: DFP and dynamic allocation
273	2015-09-25	GOOG-DOJ-14961129	GOOG-DOJ-14961133	Highly Confidential	Email (Sep. 25, 2015) From: W. Kim To: J. Land Subject: per's self assessment Attach: Google Feedback - P. Bjorke Product Manager
274	2015-10-09	GOOG-DOJ-05310281	GOOG-DOJ-05310283	Highly Confidential	Email (Oct. 9, 2015) From: J. Bellack To: C. LaSala CC: S. Spencer, D. Bradstock, C. Bindra, A. Pappu, J. Schindler Subject: Re: Header bidding - deck on standards from IAB
275	2015-10-15	GOOG-DOJ-13235745	GOOG-DOJ-13235771	Highly Confidential	Google Slide Deck (Oct. 15, 2015) - Header Bidding Training
276	2015-10-16	GOOG-DOJ-14507421	GOOG-DOJ-14507425	Highly Confidential	Email (Oct. 16, 2015) From: drx-pm-leads To: J. Cohen CC: S. Spencer, J. Bellack, drx-pm-leads Subject: Re: *AMZN launches new Proprietary Ad Server* [Fwd: DR: Erika Wright (Programmatic Display)]
277	2015-10-23	GOOG-DOJ-13518329	GOOG-DOJ-13518352	Highly Confidential	Google Slide Deck (Oct. 23, 2015) - Awbid Update
278	2015-11-00	GOOG-AT-MDL-003530782	GOOG-AT-MDL-003530821	Confidential	Google Slide Deck (Nov. 2015) - PBS Competitive Intelligence

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279	2015-11-00	GOOG-DOJ-05312887	GOOG-DOJ-05312913	Highly Confidential	Google Slide Deck (Nov. 2015) - DRX Demand Syndication
280	2015-11-00	GOOG-DOJ-11462513	GOOG-DOJ-11462555	Highly Confidential	Google Slide Deck (Nov. 2015) - big small call
281	2015-11-02	GOOG-DOJ-13202550	GOOG-DOJ-13202658	Highly Confidential	Abrantes-Metz Ex. 14 (with handwritten notes) Google Slide Deck - Mediation Update
282	2015-11-06	GOOG-DOJ-09254116	GOOG-DOJ-09254118	Highly Confidential	Email (Nov. 6, 2015) From: P. Bjorke To: D. Diamondstone CC: Ad Spam Comm Czars, D. Bradstock, J. Bellack, J. Dischler, et al. Subject: Re: [adspam-comm-czars] Re: [Ad Spam Eng] Re: Launched! TAG Payment IDs on AdX
283	2015-11-12	GOOG-DOJ-07235914	GOOG-DOJ-07235927	Highly Confidential	Email (Nov. 12, 2015) From: mohan-staff-hr To: T. Maurer CC: G. Levitte, D. Goodman, E. Lipkovitz, J. Bellack, et al. Subject: Re: [drx-pm] LAUNCHED! Dynamic Pricing (RPO) for AdX sellers Attach: Slice impressions by features Slide Deck
284	2015-12-09	GOOG-AT-MDL-019215643	GOOG-AT-MDL-019215688	Confidential	Google Slide Deck (Dec. 9, 2015) - Display RevForce
285	2015-12-10	GOOG-DOJ-03641972	GOOG-DOJ-03641995	Highly Confidential	Google Slide Deck (Dec. 10, 2015) - Global Performance and Programmatic All Hands
286	2015-12-10	GOOG-DOJ-09457863	GOOG-DOJ-09457869	Highly Confidential	Email (Dec. 10, 2015) From: J. Nussbaum To: P. Kapoor CC: B. Ng, S. Sankar, H. So, A. Connal, M. Murphy, S. Temes, K. Spoerer, K. Fletcher Subject: Re: Programmatic Guarantee: Contracting? Attach: Google Doc - Order Form - DoubleClick Bid Manager Service
287	2015-12-11	GOOG-AT-MDL-006286543	GOOG-AT-MDL-006286545	Confidential	Email (Dec. 11, 2015) From: T. Maurer To: P. Muret, N. Mohan, E. Lipkovitz, S. Silver, S. Ramaswamy, B. Bender, O. Zamir, B. Rabii, W. Kim, et al. Subject: AWBid: 7 exchanges ramped up, type2 launched, reached 100M ARR
288	2015-12-14	N/A	N/A	Publicly available	Sharethrough Blog Post (Dec. 14, 2015): The Evolution Of The Supply Side Platform
289	2015-12-15	GOOG-DOJ-06843038	GOOG-DOJ-06843068	Highly confidential	DFP+AdX / AdMob Monthly Update: 12/15/2015
290	2015-12-15	GOOG-DOJ-AT-01386256	GOOG-DOJ-AT-01386267	Highly Confidential	Project HDMI
291	2016-00-00	N/A	N/A	Publicly available	Advertiser Perceptions, "What Advertisers Think"
292	2016-00-00	GOOG-AT-MDL-008928774	GOOG-AT-MDL-008928774	Highly Confidential	2016 Actual Ads P&L
293	2016-00-00	FBDOJ008441160	FBDOJ008441160	Confidential	Slide Deck - 2016 LRP review: ads

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294	2016-00-00	N/A	N/A	Publicly available	R. Ravi and Baohong Sun, Customer-Centric Marketing: A Pragmatic Framework
295	2016-00-00	VOX_00000073	VOX_00000078	Confidential	Concert Seller Talking Points & FAQs
296	2016-00-00	N/A	N/A	Publicly available	iab., Sellers.json
297	2016-01-00	GOOG-DOJ-09948715	GOOG-DOJ-09948774	Highly Confidential	Google Slide Deck (Jan. 16) - EMEA PBS 2016: Setting the Stage
298	2016-01-11	GOOG-DOJ-13364449	GOOG-DOJ-13364453	Highly Confidential	Email (Jan. 11, 2016) From: J. Bellack To: A. Pappu Subject: Re: article - trial by fire, how 6 header bidders perform
299	2016-01-19	GOOG-DOJ-15645059	GOOG-DOJ-15645085	Highly Confidential	Google Slide Deck (Jan. 19, 2016) - Google's Response to Ad Blocking: Project Magnolia
300	2016-01-21	N/A	N/A	Publicly available	Google Blog Post (Jan. 21, 2016): S. Ramaswamy, How we fought bad ads in 2015
301	2016-02-00	GOOG-DOJ-09459336	GOOG-DOJ-09459356	Highly Confidential	Google Slide Deck (Feb. 2016) - Demand Syndication - aka "Jedi" internally
302	2016-02-00	GOOG-TEX-00118629	GOOG-TEX-00118651	Highly Confidential	Google Slide Deck (Feb. 2016) - Demand Syndication - aka "Jedi" internally
303	2016-02-02	GOOG-DOJ-13203643	GOOG-DOJ-13203683	Highly Confidential	Google Slide Deck - DRX Global Optimization of DRS, RPO, and EDA
304	2016-02-11	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2015
305	2016-02-16	FBDOJ012553858	FBDOJ012553858	Confidential	Monetize with 2.5 Million Advertisers From Facebook
306	2016-02-25	GOOG-DOJ-10708472	GOOG-DOJ-10708522	Highly Confidential	Google Slide Deck (Feb. 25, 2016) - Turbo: Summit
307	2016-03-00	GOOG-DOJ-09948834	GOOG-DOJ-09948867	Highly Confidential	Google Slide Deck (March 2016) - QBR EMEA Q1 2016 Media Buying Solutions
308	2016-04-00	GOOG-DOJ-03725708	GOOG-DOJ-03725743	Highly Confidential	Google Slide Deck (Apr. 2016) - Results of Dr. Doom (DRX) and Q2 (AdMob) Product Prioritization
309	2016-04-01	GOOG-DOJ-AT-02255861	GOOG-DOJ-AT-02255875	Highly Confidential	Display Responsive Ads (DRA) V1 PRD
310	2016-04-05	GOOG-DOJ-03846477	GOOG-DOJ-03846478	Highly Confidential	Email (Apr. 5, 2016) From: J. Meltzer To: B. Stewart, B. Faes, J. Butteriss, D. Graham, S. Sheffer CC: C. LaSala, J. Grateau, C. Beagley, M. Pi Subject: [Pls Read] Update on AWBid Announcement and Yield Launches/Messaging
311	2016-04-06	GOOG-DOJ-AT-02467209	GOOG-DOJ-AT-02467213	Highly Confidential	Don't Frist Price CO on AdX & AWBid
312	2016-04-07	GOOG-DOJ-13235100	GOOG-DOJ-13235120	Highly Confidential	Abrantes-Metz Ex. 21 (with handwritten notes) Google Slide Deck - Overall Pub Yield With DRS (v2)
313	2016-04-07	GOOG-DOJ-13235100	GOOG-DOJ-13235120	Highly Confidential	Google Slide Deck - Overall Pub Yield With DRS (v2)

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314	2016-04-08	GOOG-DOJ-15730729	GOOG-DOJ-15730732	Highly Confidential	Email (Apr. 8, 2016) From: launch To: W. Kim CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 150218] Removing first pricing in global Bernanke and AWBid DRS + tuning Bernanke thresholds
315	2016-04-13	N/A	N/A	Publicly available	Google Ads & Commerce Blog Post (Apr. 13, 2016): J. Bellack, Improving yield, speed and control with DoubleClick for Publishers First Look and exchange bidding
316	2016-04-13	NEWSCORP-DOJCID-00031456	NEWSCORP-DOJCID-00031457	Confidential	Email: (Apr. 13, 2016) From: A. Gomez To: R. Lakhani cc: multiple recipients Re: Programmatic I/O Announcement
317	2016-04-19	GOOG-DOJ-AT-02642407	GOOG-DOJ-AT-02642425	Highly Confidential	Google Slide Deck (Apr. 19, 2016) - Update since Sharing during Ads Council on 4.19.2016
318	2016-04-27	GOOG-DOJ-13521136	GOOG-DOJ-13521137	Highly Confidential	Email (Apr. 27, 2016) From: E. Goh To: N. Jayaram CC: J. Meltzer, W. Kim, A. Shellhammer, B. Rabii, A. Aggarwal, T. Maurer, J. Colen, D. Kuzmin Subject: Re: AWBid-related sellside messaging
319	2016-04-29	TTD_0034464	TTD_0034466	Confidential	Email (Apr. 29, 2016) From: T. Smith To: L. Fassbender, B. Stempeck, R. Perdue CC: J. Dederick, A. Peck, B. Smarsh, J. Patterson, J. Byrne, D. Bratone, H. Umeh Subject: RE: Help w/ a few questions for Nestle RFP Attach: The Trade Deck_Response
320	2016-05-00	GOOG-DOJ-12782281	GOOG-DOJ-12782301	Highly Confidential	Google Slide Deck (May 2016) - Programmatic Operating Model
321	2016-05-00	GOOG-DOJ-14718514	GOOG-DOJ-14718516	Highly Confidential	Opt-out control for AdX Dynamic Revshare
322	2016-05-02	GOOG-DOJ-03192922	GOOG-DOJ-03192929	Highly Confidential	Google Slide Deck - Naming Brief - "Smart Display Campaigns"
323	2016-05-13	GOOG-AT-MDL-015467522	GOOG-AT-MDL-015467524	Confidential	Email (May 13, 2016) From: P. Bjorke To: D. Kuzmin CC: T. Maurer, E. Goh, H. Kim Subject: Re: Spam on exchanges
324	2016-05-16	GOOG-DOJ-05360483	GOOG-DOJ-05360487	Highly Confidential	Email (May 16, 2016) From: P. Kapoor To: sell-side-update Subject: DFP+AdX / AdMob Monthly Update 5/16/2016

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325	2016-05-20	GOOG-AT-MDL-007311335	GOOG-AT-MDL-007311336	Confidential	Email (May 20, 2016) From: N. Ricossa To: S. Sheffer Subject: Re: Small Staff Meeting notes: May 20, 2016
326	2016-06-16	SNAP_00004039	SNAP_00004089	Highly Confidential	Slide Deck - Revenue Product Update
327	2016-06-16	AMZNDOJ0132442	AMZNDOJ0132465	Confidential	Email (June 16, 2016) From: M. Dolan To: T. Craycroft CC: J. Luce Subject: Executive Briefs - Cannes Attach: Amazon Executive Meeting Briefing Document
328	2016-06-20	GOOG-DOJ-05222694	GOOG-DOJ-05222698	Highly Confidential	Email (June 20, 2016) From: D. Graham To: PBS Commerce and Search CC: B. Romero, V. Goel, E. Boonefaes, et al. Subject: Search, Commerce and Apps Weekly Report - June 17
329	2016-06-25	GOOG-AT-MDL-009342992	GOOG-AT-MDL-009342996	Confidential	Email (June 25, 2016) From: D. Alegre To: E. Lipkowitz CC: S. Ramaswamy Subject: Re: DFP First Look Beta new Milestone - \$200m ARR
330	2016-06-27	GOOG-DOJ-04630300	GOOG-DOJ-04630301	Highly Confidential	Email (June 27, 2016) From: D. Alegre To: K. Gil CC: Google leads, A. Burger, B. Dowd, M. Nelson Subject: Re: Google Leads agenda 6/27/2016
331	2016-07-00	GOOG-DOJ-AT-02645470	GOOG-DOJ-AT-02645485	Highly Confidential	Google Slide Deck (July 2016) - Display PnL
332	2016-07-14	GOOG-DOJ-07610915	GOOG-DOJ-07610933	Highly Confidential	Google Slide Deck - Smart Display Campaigns*: Media Review
333	2016-08-00	GOOG-DOJ-11770230	GOOG-DOJ-11770243	Highly Confidential	Comms Doc: Header Bidding - Work In Progress
334	2016-08-00	GOOG-DOJ-13208074	GOOG-DOJ-13208074	Highly Confidential	AdX Dynamic Revshare v2 Launch Plan
335	2016-08-00	GOOG-DOJ-13208800	GOOG-DOJ-13208802	Highly Confidential	Including Third-Party Threshold in the Revealed Reserve Prices to AdX buyers
336	2016-08-06	GOOG-DOJ-13205869	GOOG-DOJ-13205872	Highly Confidential	The Future of DRS + RPO
337	2016-08-23	GOOG-DOJ-32016910	GOOG-DOJ-32016912	Confidential	Email (Aug. 23, 2016) From: P. Bjork To: T. Maurer CC: J. Bellack, Y. Wang, J. Shanmugasundaram, M. McNally, J. Gray, A. Amini, O. Zee, R. Khan, B. Bender, W. Kim, M. Loubser, C. LaSala Subject: Re: AwBid expansion -- notes on discussion

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338	2016-08-24	CENSUS-ADS-0000273284	CENSUS-ADS-0000273378	Highly Confidential	Award Contract (Aug. 24, 2016) Issued by: Bureau of Census Contractor: Young & Rubicam Inc.
339	2016-08-29	GOOG-DOJ-12946953	GOOG-DOJ-12947276	Highly Confidential	DVAA - 2017 Strategy Book
340	2016-08-29	NEWSCORP-DOJCID-00031851	NEWSCORP-DOJCID-00031851	Confidential	Email (Aug. 29, 2016) From: D. Minkin To: K. Breen Subject: Fwd: Dow Jones Media Group SCR Attach: Dow Jones SCR 08.29.16 to Send
341	2016-09-06	GOOG-DOJ-15799670	GOOG-DOJ-15799673	Highly Confidential	Google Slide Deck - DRS v2
342	2016-09-06	GOOG-DOJ-10634461	GOOG-DOJ-10634472	Highly Confidential	Email (Sep. 6, 2016) From: J. Bellack To: P. Muret Subject: Re: Header bidding wrapper
343	2016-09-20	GOOG-DOJ-14156104	GOOG-DOJ-14156107	Highly Confidential	Abrantes-Metz Ex. 13 (with handwritten notes) Email (Sep. 20, 2016) From: N. Korula To: T. Maurer CC: W. Kim, M. Loubser, M. Lin, A. Aggarwal Subject: Re: EDA- how valuable is it to us?
344	2016-09-23	GOOG-AT-MDL-009839146	GOOG-AT-MDL-009839152	Confidential	Multiple calls and non-second price auctions: detection and management
345	2016-09-23	GOOG-DOJ-AT-02471119	GOOG-DOJ-AT-02471125	Highly Confidential	Multiple calls and non-second price auctions: detection and management
346	2016-10-00	GOOG-DOJ-13402499	GOOG-DOJ-13402525	Highly Confidential	Google Slide Deck (Oct. 2016) - Forbes SSR Audit
347	2016-10-12	OPENX-00003576	OPENX-00003638	Highly Confidential	Slide Deck - How OpenX Becomes Indispensable to Demand Partners
348	2017-10-17	GOOG-DOJ-11834957	GOOG-DOJ-11834983	Highly Confidential	Google Slide Deck - GDN Inventory Narrative
349	2016-10-26	GOOG-DOJ-09552066	GOOG-DOJ-09552084	Highly Confidential	Google Slide Deck - Display Landscape: Evolution of Online Advertising
350	2016-10-26	GOOG-DOJ-07817326	GOOG-DOJ-07817328	Highly Confidential	Email (Oct. 26, 2016) From: R. Khan To: P. Shodjai CC: B. Bender Subject: Re: Flag -- Jedi++ VP review on Thursday, will have buy-side implications
351	2016-10-28	GOOG-DOJ-03950741	GOOG-DOJ-03950743	Highly Confidential	Email (Oct. 28, 2016) From: A. Akutsu To: Project Rey Subject: Project Rey OKR update, Q3
352	2016-10-30	MSFT-LIT-0000072291	MSFT-LIT-0000072296	Highly Confidential - AEO	AppNexus - TTD Partnership

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353	2016-11-00	GOOG-DOJ-09463398	GOOG-DOJ-09463414	Highly Confidential	Google Slide Deck (Nov. 2016) - Facebook Partnership: Ads & Measurement Engagement
354	2016-11-00	NEWSCORP-DOJCID-00032159	NEWSCORP-DOJCID-00032185	Confidential	Google Slide Deck (Nov. 2016) - Dow Jones Programmatic Training
355	2016-11-10	NEWSCORP-DOJCID-00032156	NEWSCORP-DOJCID-00032158	Confidential	Email (Nov. 10, 2016) From: M. Wang-Faulkner To: D. Minkin Cc: S. Shah, L. Lehman, A. Aranson Attach: Dow Jones Media Group Programmatic Training Q4 2016
356	2016-11-11	GOOG-DOJ-03446189	GOOG-DOJ-03446229	Highly Confidential	Google Slide Deck: Competitive Analysis: Facebook Update (Fall '16)
357	2016-11-18	GOOG-AT-MDL-009644150	GOOG-AT-MDL-009644150	Highly Confidential	Google Spreadsheet - Launch request - Remove DBM from AdX dynamic revshare
358	2016-11-19	MSFT-LIT-0000029001	MSFT-LIT-0000029030	Highly Confidential - AEO	Risks Related to Our Business and Industry
359	2016-12-00	COM-00035830	COM-00035858	Confidential	Slide Deck (Dec. 2016) - Comcast 2017 JBP Update
360	2016-12-00	CRI-00000104	CRI-00000147	Confidential	Slide Deck - Strategic Guidelines
361	2016-12-00	N/A	N/A	Publicly available	iab., Real Time Bidding (RTB) Project: OpenRTB API Specification Version 2.5
362	2016-12-00	NEWSCORP-DOJCID-00000865	NEWSCORP-DOJCID-00000879	Confidential	DFP Flow Chart (December 2016)
363	2016-12-00	OPENX-00001147	OPENX-00001158	Highly Confidential	Slide Deck (Dec. 2016) - Valuation Benchmarking
364	2016-12-02	GOOG-AT-MDL-004061053	GOOG-AT-MDL-004061057	Confidential	Email (Dec. 2, 2016) From: launch To: M. Loubser CC: launchlog Subject: OVERDUE LAUNCH - Please update [Launch 174699] Optimied Programmatic Competition Small Business Publishers
365	2016-12-07	FBDOJGOOG_00813706	FBDOJGOOG_00813706	Highly Confidential	Email (Dec. 7, 2016) From: I. Ismailov To: F. Pignataro, C. Hahn, L. Watson, H. Crum Subject: Bidding Strategy Deck v2
366	2016-12-08	GOOG-DOJ-15207227	GOOG-DOJ-15207229	Highly Confidential	Email (Dec. 8, 2016) From: launch@google.com To: E. Lipkovitz CC: launchlog@google.com Subject: [Launch 177847] Reduce AdX Dynamic Revshare Holdback to 5%
367	2016-12-12	N/A	N/A	Publicly available	Archived OpenX web page (Dec. 12, 2016): Selling rules
368	2017-00-00	GOOG-AT-MDL-009440238	GOOG-AT-MDL-009440287	Confidential	Advertiser Perceptions Slide Deck (2016) - DSP Report, Wave 3: Part of the Programmatic Intelligence Report Portfolio
369	2017-00-00	GOOG-AT-MDL-008927854	GOOG-AT-MDL-008927854	Highly Confidential	2017 Forecast P&L
370	2017-00-00	GOOG-DOJ-03893236	GOOG-DOJ-03893237	Highly Confidential	For Ending 2017 Strategy Summits: FB Synthesis

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371	2017-00-00	GOOG-DOJ-05526944	GOOG-DOJ-05526952	Highly Confidential	Programmatic Big Bet 2017 Product and Business Strategy
372	2017-00-00	GOOG-DOJ-12848608	GOOG-DOJ-12848633	Highly Confidential	Google Slide Deck (2017) - Exchange Buying Dynamics: 2017 Quality & Formats Summit
373	2017-00-00	GOOG-DOJ-AT-01776681	GOOG-DOJ-AT-01776750	Highly Confidential	Google Slide Deck - DDM Cross-Device Seller's Handbook: 2017
374	2017-01-00	CRITEO_GOOGLELIT_0000015400	CRITEO_GOOGLELIT_000001543	Highly Confidential	Criteo Direct Bidder: BD Training V1
375	2017-01-00	GOOG-DOJ-15223226	GOOG-DOJ-15223241	Highly Confidential	Google Slide Deck (Jan. 2017) - Exchange Bidding
376	2017-01-00	GOOG-DOJ-AT-01027937	GOOG-DOJ-AT-01027977	Highly Confidential	Google Slide Deck (Jan. 2017) - Header Bidding Observatory #1
377	2017-01-00	OPENX-00000611	OPENX-00000630	Highly Confidential	Slide Deck (Jan. 2017) - Company Meeting
378	2017-01-03	ARMY-ADS-0000245462	ARMY-ADS-0000245462_134	Confidential	Solicitation, Offer and Award Issued: Jan 3, 2017 Solicitation No. W9124D-16-R-0046 Issued by: Mission and Installation Contracting CMD
379	2017-01-24	MSFT-LIT-000072359	MSFT-LIT-000072361	Highly Confidential - AEO	Satya Outline
380	2017-01-24	AMZNDOJ0090733	AMZNDOJ0090744	Confidential	Email (Jan. 24, 2017) From: V. Adapala To: M. Battles, T. Craycroft, K. Leeder, A. Musku, L. Bitoun, G. Hottegindre CC: S. Massengale, S. Kaushik Subject: Re: Manaus Investment Doc Review Attach: Amazon Doc - Transparent Ad Marketplace for Small Business PR/FAQ
381	2017-01-25	N/A	N/A	Publicly available	Google Blog Post: S. Spencer, How we fought bad ads, sites and scammers in 2016
382	2017-01-27	NEWSCORP-TXCID-00032263	NEWSCORP-TXCID-00032272	Highly Confidential	Email (Jan. 27, 2017) From: S. Layser To: L. Fulton CC: B. Shapior, J. Delvito, E. Ghriskey, K. Phan Subject: Re: New Year, New Revenue with DEFY Media
383	2017-02-00	GOOG-DOJ-AT-02645766	GOOG-DOJ-AT-02645805	Highly Confidential	Google Slide Deck (Feb. 2017) - Ads P&L - Turbo Allocation & Schema Overview
384	2017-02-00	OPENX-00011420	OPENX-00011437	Highly Confidential	Slide Deck (Feb. 2017) - Competitive Intelligence: Hub Corporate Strategy
385	2017-02-02	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2016
386	2017-02-03	ADOBE - CID 30473 - 0000133805	ADOBE - CID 30473 - 0000133805	Confidential	Jan-Feb 2017 YoY Decline

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387	2017-02-16	NEWSCORP-TXCID-00032353	NEWSCORP-TXCID-00032359	Confidential	Email (Feb. 16, 2017) From: D. Minkin To: L. Lehman CC: J. Shannon, M. Wang-Faulkner, S. Shah Subject: Re: Exchange Bidder
388	2017-02-21	GOOG-DOJ-06853638	GOOG-DOJ-06853653	Highly Confidential	Talk Track for Google Presentation
389	2017-02-22	GOOG-DOJ-13207875	GOOG-DOJ-13207881	Highly Confidential	AdX Dynamic Revshare v2: Launch Doc
390	2017-02-23	FBDOJ012983956	FBDOJ012983957	Highly Confidential	Fyber meeting
391	2017-02-28	GOOG-AT-MDL-003976677	GOOG-AT-MDL-003976868	Confidential	Google Slide Deck (Feb. 27, 2017) - DRX All-Hands
392	2017-02-28	GOOG-DOJ-11246060	GOOG-DOJ-11246074	Highly Confidential	Responding to the GDN/AdX Clickjacking Threat
393	2017-02-28	COM-00009502	COM-00009504	Confidential	Email (Feb. 28, 2017) From: R. Drucker To: J. Alleva, K. Bhatia, J. Burke, J. Cady, A. Radin, D. Vangeli, D. Thomas; D. Goldschmidt, B. Morrow Subject: NBCUniversal Open Exchange Summary January 2017
394	2017-03-00	GOOG-AT-MDL-006609824	GOOG-AT-MDL-006609880	Confidential	Google Slide Deck (March 2017) - PBS Competitive Intelligence: Criteo
395	2017-03-00	GOOG-DOJ-09475820	GOOG-DOJ-09475915	Highly Confidential	Google Slide Deck (March 2017) - Pricing Discussion Deck
396	2017-03-00	GOOG-DOJ-11357824	GOOG-DOJ-11357852	Highly Confidential	Google Slide Deck (March 2017) - Proving the value of our exchange business
397	2017-03-00	OMC-GOOG-00003086	OMC-GOOG-00003110	Confidential	Programmatic Landscape: Supply (March 2017)
398	2017-03-09	GOOG-AT-MDL-008930754	GOOG-AT-MDL-008930766	Confidential	Accounting Summary: ASC 606 Adoption: DBM Principal vs. Agent Summary
399	2017-03-10	GOOG-DOJ-03648463	GOOG-DOJ-03648511	Highly Confidential	Google Slide Deck (Mar. 20, 2017) - GMS Project Espresso: UI Insights
400	2017-03-12	OMC-GOOG-00003084	OMC-GOOG-00003110	Confidential	Email (Mar. 12, 2017) From: D. Eddine To: Accuen US, J. Mitchell, W. Heins, S. Katelman, M. Pagliuca, P. Shepherd, G. Manas, B. Neblock Subject: Supply Landscape Attach: 20170311_Programmatic_Landscape_Supply
401	2017-03-23	GOOG-AT-MDL-004039971	GOOG-AT-MDL-004039971	Highly Confidential	Google Spreadsheet - P&L Scenarios
402	2017-03-25	NEWSHOP-TXCID-00032605	NEWSHOP-TXCID-00032606	Highly Confidential	Email (Mar. 25, 2017) From: C. Guenther To: Y. Yen Subject: Re: Google vs AN
403	2017-03-28	GOOG-DOJ-06206871	GOOG-DOJ-06206970	Highly Confidential	Google Slide Deck (Mar. 28, 2017) - Ads P&L Review and Discussion
404	2017-04-00	NEWSHOP-DOJCID-00026134	NEWSHOP-DOJCID-00026146	Confidential	Project Cinderella Analysis - April 2017
405	2017-04-03	GOOG-DOJ-13208758	GOOG-DOJ-13208759	Highly Confidential	Enhanced Dynamic Allocation Overview
406	2017-04-03	GOOG-DOJ-AT-00493191	GOOG-DOJ-AT-00493264	Highly Confidential	Google Slide Deck (Apr. 3, 2017) - OPG Competition Training

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407	2017-04-05	GOOG-DOJ-14024199	GOOG-DOJ-14024203	Highly Confidential	Google Slide Deck (Apr. 5, 2017) - Exchange Bidding "Last Look" leak
408	2017-04-11	GOOG-DOJ-14398809	GOOG-DOJ-14398811	Highly Confidential	Email (Apr. 11, 2017) From: launch To: display-adsquality-launch-notify CC: launchlog Subject: [Launch 187971] Project Poirot
409	2017-04-19	GOOG-AT-MDL-003465605	GOOG-AT-MDL-003465605	Highly Confidential	Google Spreadsheet - Display Ads Quality Launches 2016 - Revenue
410	2017-04-20	GOOG-AT-MDL-016893367	GOOG-AT-MDL-016893369	Confidential	Email (Apr. 12, 2017) From: launch To: P. Muret CC: launchlog Subject: [Launch 188115] Ranseur: Query Filter
411	2017-04-20	GOOG-AT-MDL-011876367	GOOG-AT-MDL-011876369	Confidential	Email (Apr. 20, 2017) From: launch To: S. Silver CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 160674] Partizan: Expand clickjacking protections using ad opacity signals
412	2017-04-21	GOOG-DOJ-15208416	GOOG-DOJ-15208418	Highly Confidential	Email (Apr. 21, 2017) From: launch To: E. Lipkovitz CC: launchlog Subject: [Launch 188932] More aggressive treatment for mediation publishers
413	2017-04-25	GOOG-DOJ-13627809	GOOG-DOJ-13627818	Highly Confidential	Project Poirot Design Document
414	2017-04-25	GOOG-DOJ-10806862	GOOG-DOJ-10806871	Highly Confidential	Project Poirot Design Document
415	2017-04-25	GOOG-DOJ-15669202	GOOG-DOJ-15669204	Highly Confidential	Email (Apr. 25, 2017) From: P. Bjorke To: S. Sundaresan, Y. Wang, S. Spencer Subject: Fwd: PubMatic Video
416	2017-04-27	GOOG-AT-MDL-002468416	GOOG-AT-MDL-002468422	Confidential	Google Slide Deck (Apr. 26, 2017) - More Aggressive Treatment for Multiple Calls
417	2017-05-00	GOOG-AT-MDL-003658620	GOOG-AT-MDL-003658628	Highly Confidential	Google Slide Deck (May 2017) - New Smart Bidding Strategy: Maximize Conversions
418	2017-05-00	GOOG-AT-MDL-004021793	GOOG-AT-MDL-004021807	Confidential	Google Slide Deck (May 2017) - Display P&L
419	2017-05-00	GOOG-AT-MDL-004110095	GOOG-AT-MDL-004110112	Confidential	Google Slide Deck (May 2017) - Display P&L
420	2017-05-00	GOOG-DOJ-04445741	GOOG-DOJ-0444806	Highly Confidential	Google Slide Deck (May 2017) - Header Bidding Observatory #2
421	2017-05-00	GOOG-DOJ-05487941	GOOG-DOJ-05487957	Highly Confidential	Google Slide Deck (May 2017) - Jedi Performance Metrics
422	2017-05-02	MSFT-LIT-0000005297	MSFT-LIT-0000005297	Highly Confidential - AEO	Slide Deck - AppNexus Summit
423	2017-05-03	GOOG-DOJ-11839161	GOOG-DOJ-11839162	Highly Confidential	Amazon Compete Project

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424	2017-05-04	GOOG-AT-MDL-007375273	GOOG-AT-MDL-007375273	Confidential	Abrantes-Metz Ex. 22 (with handwritten notes) DRS and RPO interaction in Simulation
425	2017-05-04	GOOG-AT-MDL-007375273	GOOG-AT-MDL-007375273	Confidential	DRS and RPO interaction in Simulation
426	2017-05-04	GOOG-DOJ-12025827	GOOG-DOJ-12025838	Highly Confidential	Email (May 4, 2017) From: D. Bhatnagar To: N. Seth Subject: Re: [Update] Project Poirot stats
427	2017-05-05	GOOG-TEX-00222976	GOOG-TEX-00222976	Highly Confidential	Email (May 5, 2017) From: D. Taylor To: B. Bender Subject: Re: ROI of FB v. GDN
428	2017-05-09	GOOG-DOJ-30112917	GOOG-DOJ-30112924	Confidential	Project Jordan: Overall Project Summary
429	2017-05-09	N/A	N/A	Publicly available	Brian O'Kelley, Passthrough Auctions: Rethinking Supply Path Optimization, BOKonAds (May 9, 2017)
430	2017-05-09	FBDOJ012357635	FBDOJ012357646	Confidential	Pub Solutions Engineering
431	2017-05-11	GOOG-DOJ-10466707	GOOG-DOJ-10466715	Highly Confidential	Email (May 11, 2017) From: B. Kraham To: S. Tassa CC: J. Spero, V. Angleigh, Spero-directs, M. DelRe, B. Pao, A. Gerthe Subject: Re: ACM discussion/ollow-ups from this morning
432	2017-05-16	GOOG-DOJ-AT-02326002	GOOG-DOJ-AT-02326010	Highly Confidential	[Comms Doc] - Native Express DRX Comms Doc
433	2017-05-16	GOOG-TEX-00049202	GOOG-TEX-00049434	Highly Confidential	Google Slide Deck (May 16, 2017) - 2017 EMEA User Group - Hamburg
434	2017-05-17	GOOG-DOJ-13557023	GOOG-DOJ-13557023	Highly Confidential	Spreadsheet - Poirot Stats 4-15-4-19
435	2017-05-18	GOOG-DOJ-14579040	GOOG-DOJ-14579070	Highly Confidential	Google Slide Deck (May 18, 2017) - Competitive Analysis: Amazon Advertising 101 - Display
436	2017-05-23	N/A	N/A	Publicly available	Criteo Press Release (May 23, 2017): New Criteo Direct Bidder Delivers 20-40% Higher Publisher Revenue on Average from Criteo's Ad Buys
437	2017-05-30	GOOG-DOJ-10670767	GOOG-DOJ-10670787	Highly Confidential	Google Slide Deck (May 30, 2017) - Sell-side strategy update: Ads review
438	2017-06-00	GOOG-DOJ-AT-02096475	GOOG-DOJ-AT-02096488	Highly Confidential	Launch AdWords bidding (AWBid) on Appnexus inventory
439	2017-06-02	CENSUS-ADS-0000029308	CENSUS-ADS-0000029521	Confidential	2020 Census Integrated Communications Plan: Version 1.0
440	2017-06-05	GOOG-AT-MDL-018577285	GOOG-AT-MDL-018577287	Confidential	Ads Data Hub Synopsis
441	2017-06-07	GOOG-DOJ-10924698	GOOG-DOJ-10924700	Highly Confidential	Mini Comms Doc for DRX Sellside: GDN Buying Change for Multiple Calls

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442	2017-06-08	GOOG-DOJ-15089735	GOOG-DOJ-15089738	Highly Confidential	Email (June 8, 2017) From: launch To: drx-experiment-approvers CC: launchlog Subject: [Launch 193573] Disable dynamic revenue sharing for RPO prices
443	2017-06-12	GOOG-DOJ-15781945	GOOG-DOJ-15781946	Highly Confidential	miniPRD - Signal parity between AdX and Jedi buyers
444	2017-06-12	GOOG-AT-MDL-B-001998287	GOOG-AT-MDL-B-001998290	Confidential	Email (June 12, 2017) From: SalesBullentin To: S. Temes Subject: Sam, You Have 4 Must Know Updates for Week of Jun 12
445	2017-06-19	GOOG-DOJ-04427670	GOOG-DOJ-04427673	Highly Confidential	Adx+ other YM platform
446	2017-06-21	N/A	N/A	Publicly available	Archived OpenX web page: OpenX Bidder
447	2017-06-27	N/A	N/A	Publicly available	iab. Tech Lab, Ads.txt Specification Version 1.0
448	2017-06-30	GOOG-DOJ-09875989	GOOG-DOJ-09876015	Highly Confidential	Google Slide Deck - Mediation and non-second price auction: Detection and treatment
449	2017-07-00	GOOG-TEX-00139438	GOOG-TEX-00139474	Highly Confidential	Google Slide Deck (July 2017) - Facebook Performance Overview
450	2017-07-07	GOOG-DOJ-07824949	GOOG-DOJ-07824949	Highly Confidential	Google Spreadsheet - Mapping 2013-17 launches to Quality
451	2017-07-10	GOOG-AT-MDL-003452662	GOOG-AT-MDL-003452677	Confidential	AWBid Type2 Fetch Brand Safety
452	2017-07-10	COM-00012801	COM-00012842	Confidential	Email (July 10, 2017) From: K. Bhatia To: M. Reidy, M. Rosen CC: A. Radin Subject: RE: Advertising Sales (7.10.17)
453	2017-07-12	GOOG-DOJ-15368479	GOOG-DOJ-15368585	Highly Confidential	Google Slide Deck (July 12, 2017) - DoubleClick Product Summit: BuzzFeed
454	2017-07-13	GOOG-DOJ-03729158	GOOG-DOJ-03729160	Highly Confidential	Email (July 13, 2017) From: P. Bjorke To: Ad Spam Decision Making Group, adspam-exec, et al. Subject: [Launched] Final version of ads.txt v1 announced by IAB Tech Lab!
455	2017-07-21	GOOG-DOJ-04651533	GOOG-DOJ-04651534	Highly Confidential	Email (July 21, 2017) From: K. Sone To: V. Vaish CC: Ad Formats Data Tea, ads-ui-eng, P. Fogla, S. Fornatla, Automated Creatives Subject: Re: Tech Talk on Marilyn: Automatically Generating Ads Data via Machine Learning

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
456	2017-07-24	GOOG-DOJ-05270417	GOOG-DOJ-05270417	Highly Confidential	Email (July 24, 2017) From: N. Jayaram To: B. Rabii, B. Bender CC: A. Amini, T. Maurer, T. Lipus, O. Zee Subject: Metrics post Poirot launch
457	2017-07-25	GOOG-DOJ-14161619	GOOG-DOJ-14161621	Highly Confidential	Email (July 25, 2017) From: K. Weisberg To: undisclosed-recipients BCC: M. Loubser Subject: [Notes] Indirect Commercialization 7/25
458	2017-07-27	GOOG-DOJ-13466538	GOOG-DOJ-13466543	Highly Confidential	Launch Doc: Enable Mobius targeting for GDN buyers to AdX publishers
459	2017-07-27	FBDOJGOOG_01271999	FBDOJGOOG_01272003	Confidential	MoPub Partnership
460	2016-11-10	NEWSCORP-TXCID-00031595	NEWSCORP-TXCID-00031624	Confidential	Email: (Nov. 10, 2016) From: M. Wang-Faulkner To: D. Minkin cc: S. Shah, L. Lehman re: Questions for training today Attach: Dow Jones Media Group Programmatic Training
461	2017-08-00	GOOG-DOJ-04593738	GOOG-DOJ-04593891	Highly Confidential	Google Slide Deck (Aug. 2017) - DVAA PM Strategy Offsite
462	2017-08-00	GOOG-DOJ-07692538	GOOG-DOJ-07692540	Highly Confidential	Marilyn Impact
463	2017-08-00	GOOG-DOJ-13952875	GOOG-DOJ-13952884	Highly Confidential	Google Slide Deck (Aug. 2017) - Sell-side Competitive Review: Facebook and Amazon
464	2017-08-00	GOOG-DOJ-28420945	GOOG-DOJ-28420991	Confidential	Google Slide Deck (Aug. 2017) - Facebook Quarterly Business Overview - Q2'17
465	2017-08-00	N/A	N/A	Publicly available	iab. White Paper: "The Components of Ad Tech An Essential Overview"
466	2017-08-16	GOOG-AT-MDL-010782179	GOOG-AT-MDL-010782181	Highly Confidential	Email (Aug. 16, 2017) From: M. Bergmann To: J. Woodlee CC: K. Hux, I. Nikfar, C. Hall, J. Bellack, S. Cox, D. Taylor, et al. Re: Cadreon (IPG) Signs Agency Direct DoubleClick AdExchange Deal
467	2017-08-18	N/A	N/A	Publicly available	Facebook Business Post (Aug. 18, 2017): A New Way to Buy In-Stream Video Ads on Facebook and Audience Network
468	2017-08-20	GOOG-DOJ-07825115	GOOG-DOJ-07825117	Highly Confidential	Email (Aug. 20, 2017) From: N. Jayaram To: E. Lipkovitz CC: D. Bhatnagar, V. Thomas, O. Zee, E. Schoenfeld, et al. Subject: Re: Poirot to launch 6/19
469	2017-08-21	GOOG-DOJ-06860368	GOOG-DOJ-06860383	Highly Confidential	Welcome Doc - Sell-side
470	2017-08-30	GOOG-AT-MDL-B-001644231	GOOG-AT-MDL-B-001644241	Highly Confidential	Launch Doc: Delay Rendering On Hiding Pages (AdSense +Adx)

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471	2017-09-00	GOOG-AT-MDL-001056062	GOOG-AT-MDL-001056064	Confidential	DVAAP L Primer
472	2017-09-00	GOOG-AT-MDL-009766729	GOOG-AT-MDL-009766748	Highly Confidential	Google Slide Deck (Sep. 2017) - AWBid Evaluation
473	2017-09-00	OPENX-00000565	OPENX-00000610	Highly Confidential	Slide Deck (Sep. 2017) - Board Meeting
474	2017-09-08	GOOG-DOJ-10638445	GOOG-DOJ-10638447	Highly Confidential	Email (Sep. 8, 2017) From: launch To: P. Muret CC: launchlog Subject: [Launch 202424] Ads.txt negative enforcement on AdX and AdSense accounts
475	2017-09-10	GOOG-DOJ-14422334	GOOG-DOJ-14422339	Highly Confidential	Tdrs Prediction Producer Design & Implementation
476	2017-09-18	GOOG-DOJ-12508049	GOOG-DOJ-12508069	Highly Confidential	Google Slide Deck (Sep. 18, 2017) - Long-term strategy to address ad fraud
477	2017-09-19	N/A	N/A	Publicly available	Brian O'Kelley, Ending Ad Fraud: A Distributed and Punitive Approach, BOKonAds (Sep. 19, 2017)
478	2017-09-19	GOOG-DOJ-04735025	GOOG-DOJ-04735028	Highly Confidential	Email (Sep. 19, 2017) From: D. Coleman To: J. Bellack CC: C. Belmont, D. Taylor, S. Temes, C. LaSala, M. Conroy, P. Shodjai, T. Maurer Subject: Re: Recommended Content Inventory/Taboola
479	2017-09-21	N/A	N/A	Publicly available	Google Marketing Platform Blog Post (Sep. 21, 2017): P. Shodjai, Working with the industry towards a fraud-free media supply chain
480	2017-10-00	GOOG-DOJ-15123582	GOOG-DOJ-15123587	Highly Confidential	PRD: Unified Pricing Rules
481	2017-10-06	METAGOOG00041092	METAGOOG00041099	Highly Confidential	Workplace Blog Post (Oct. 6, 2017): J. Jung, State of Bidding Expectations: Quick Note on Pre-Launch Survey
482	2017-10-25	GOOG-DOJ-14663359	GOOG-DOJ-14663361	Highly Confidential	Platform 2.0 message
483	2017-00-00	GOOG-DOJ-11021165	GOOG-DOJ-11021216	Highly Confidential	Email (Oct. 26, 2017) From: B. Pierce To: APAC Display Community - Executive Committee Subject: Fwd: DSP Advertiser Perception Report - US Attach: Slide Deck - DSP Report, Wave 3, Part of the Programmatic Intelligence Report Portfolio
484	2017-10-30	GOOG-DOJ-04446010	GOOG-DOJ-04446059	Highly Confidential	Google Slide Deck (Oct. 30, 2017) - Ads.txt enforcement launch: DRX, DBM, CAQ & Video Leads reviews
485	2017-11-00	GOOG-AT-MDL-001262137	GOOG-AT-MDL-001262177	Confidential	Google Slide Deck (Nov. 2017) - thinkpublishing - Building for Beyond
486	2017-11-00	GOOG-DOJ-07802579	GOOG-DOJ-07802620	Highly Confidential	Google Slide Deck (Nov. 2017) - LCS/Platforms Go-to-Market: GDN operating model

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487	2017-11-04	GOOG-TEX-00106259	GOOG-TEX-00106262	Highly Confidential	Email (Nov. 4, 2017) From: J. Giles To: E. Lipkovitz CC: J. Bellack, P. Shodjai, C. LaSala, S. Cox, S. Blackburn, A. Amini, Parna Pappu, B. Rabii, B. Bender, P. Muret, S. Sheffer, S. Temes Subject: Re: Rubicon margins
488	2017-11-06	GOOG-DOJ-06885161	GOOG-DOJ-06885170	Highly Confidential	DoubleClick for publishers comms doc
489	2017-11-06	GOOG-DOJ-05273999	GOOG-DOJ-05274004	Highly Confidential	Email (Nov. 6, 2017) From: P. Shodjai To: S. Temes, T. Maurer CC: E. Lipkovitz, J. Bellack, A. Amini, A. Pappu, B. Rabii, B. Bender, C. LaSala, J. Giles, P. Muret, S. Cox, S. Sheffer, S. Blackburn Subject: Re: Rubicon margins
490	2017-11-13	GOOG-DOJ-27792007	GOOG-DOJ-27792031	Confidential	Google Slide Deck (Nov. 13, 2017) - FAN DFP & AdMob (Jedi 4 Networks) Opportunity
491	2017-11-13	NAVY-ADS-0000136373	NAVY-ADS-0000136376	Highly Confidential	Email (Nov. 13, 2017) From: A. Owens To: D. Bouve CC: J. Bird Subject: Ad Tech Attach: smime
492	2017-11-14	GOOG-DOJ-13212948	GOOG-DOJ-13212949	Highly Confidential	RPO Exemption Policy V2 Launch Doc
493	2017-11-14	NAVY-ADS-0000103897	NAVY-ADS-0000103900	Highly Confidential	Email (Nov. 14, 2017) From: S. Muoio To: D. Bouve CC: A. Owens, K. Dowling Subject: AdSense
494	2017-11-20	GOOG-DOJ-06223832	GOOG-DOJ-06223856	Highly Confidential	Google Slide Deck (Nov. 2017) - Competitive Analysis: Advertiser Case Examples: FB vs. Google
495	2017-11-21	OPENX-00000968	OPENX-00001003	Highly Confidential	Slide Deck (Nov. 21, 2017) - Project Neil: Follow-Up Call Product Focus
496	2017-11-28	GOOG-DOJ-14545469	GOOG-DOJ-14545473	Highly Confidential	Email (Nov. 28, 2017) From: P. Bjorke To: S. Cox, S. Madhavapeddi, G. Levitte Subject: Fwd: [Launched] Cutting out counterfeit inventory: Ads.txt enforcement launched across all products
497	2017-11-30	N/A	N/A	Publicly available	Google Marketing Platform Blog Post (Nov. 30, 2017): P. Bjorke, Preventing unauthorized inventory
498	2017-12-00	FBDOJ012234908	FBDOJ012234926	Confidential	Optimizing Direct Response Campaigns across Facebook, Instagram & Audience Network

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499	2017-12-00	GOOG-DOJ-09480352	GOOG-DOJ-09480392	Highly Confidential	Google Slide Deck (Dec. 2017) - 2018 Business Plan
500	2017-12-00	GOOG-DOJ-27712490	GOOG-DOJ-27712512	Confidential	Google Slide Deck (Dec. 2017) - eBay/Google: eBay Sandwich and Project Yavin
501	2017-12-00	OPENX-00000720	OPENX-00000756	Highly Confidential	Slide Deck (Dec. 2017) - Board Meeting
502	2017-12-01	GOOG-DOJ-AT-02477321	GOOG-DOJ-AT-02477324	Highly Confidential	Deduplication of GDN/DBM self-pricing bids in adx Auction
503	2017-12-07	GOOG-DOJ-14743595	GOOG-DOJ-14743595	Highly Confidential	Email (Dec. 7, 2017) From: M. Hopkins To: G. Levitte, H. Garon, M. Lin, M. Loubser, R. Ren, A. Radha, R. Srinivasan Subject: TDRS Launch Candidate
504	2017-12-08	AMZNDOJ0159229	AMZNDOJ0159233	Confidential	Email (Dec. 8, 2017) From: M. Battles To: A. Musku CC: K. Leeder, T. Craycroft Subject: Re: APS-3PPD Update - November 2017
505	2017-12-11	GOOG-DOJ-10254419	GOOG-DOJ-10254420	Highly Confidential	Email (Dec. 11, 2017) From: T. Maurer To: E. Levin CC: D. Bakulin, D. Bhatnagar, Ca. Verhoofstad, J. Nussbaum, K. Pregibon, S. Jumar, M. Benedict Subject: Re: Greater transparency & choice in auction dynamics
506	2017-12-19	GOOG-AT-MDL-001262306	GOOG-AT-MDL-001262308	Confidential	Email (Dec. 19, 2017) From: S. Sheffer To: opg-global Subject: OPG 2018 Annual Plan
507	2017-12-19	GOOG-AT-MDL-001044361	GOOG-AT-MDL-001044365	Confidential	Email (Dec. 19, 2017) From: C. Cockin To: C. Barthelet-Mini CC: S. Syed, N. Sajous, S. Aung, J. Washing, C. Maddalena, N. Feder Subject: Re: Outbrain/Taboola and Native
508	2018-00-00	ADOBECID30473 – 0000002525	ADOBECID30473 – 0000002525	Confidential	Spreadsheet - DOJ Report
509	2018-00-00	N/A	N/A	Publicly available	Criteo Slide Deck: Global Commerce Review United States, Q1 2018
510	2018-00-00	GOOG-AT-MDL-008928775	GOOG-AT-MDL-008928775	Highly Confidential	2018 Google Ads P&L
511	2018-00-00	GOOG-AT-MDL-009555706	GOOG-AT-MDL-009555783	Confidential	Slide Deck - Advertiser Perceptions (Wave 4 2018): Analysis for DoubleClick Bid Manager
512	2018-00-00	GOOG-AT-MDL-009643893	GOOG-AT-MDL-009643893	Highly Confidential	Google Spreadsheet - P&L forecasts
513	2018-00-00	GOOG-DOJ-04387378	GOOG-DOJ-04387408	Highly Confidential	Google Slide Deck (Q1 2018) - Header Bidding Observatory #3
514	2018-00-00	GOOG-DOJ-12076647	GOOG-DOJ-12076668	Highly Confidential	Google Slide Deck (Q2 2018) - Project Hoover: for multiple call apps

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515	2018-00-00	GOOG-DOJ-AT-02642831	GOOG-DOJ-AT-02642831	Highly Confidential	DVAA P&L 2018 Forecast
516	2018-00-00	GOOG-TEX-00038418	GOOG-TEX-00038436	Highly Confidential	Google Slide Deck - Simplementation in 2018: Display & Programmatic
517	2018-00-00	OPENX-00001018	OPENX-00001049	Highly Confidential	Slide Deck - Neil-OpenX Discussion
518	2018-00-00	OPENX-00001016	OPENX-00001017	Highly Confidential	2018-2020 Long Range Plan and Synergy Assumptions
519	2018-00-00	GOOG-DOJ-04442323	GOOG-DOJ-04442372	Highly Confidential	Google Slide Deck (2018) - Sellside Monetization and Search Distribution OBR
520	2018-00-00	TTD DOJ-GOOG23-0000472	TTD DOJ-G00G23-0000487	Highly Confidential - AEO	Programmatic Private Marketplace Training
521	2018-01-00	GOOG-DOJ-13619370	GOOG-DOJ-13619376	Highly Confidential	Summary of Poirot with Bid Buckets
522	2018-01-03	OPENX-00000682	OPENX-00000719	Highly Confidential	Slide Deck - The Operating Playbook
523	2018-01-03	TTD_0059398	TTD_0059414	Confidential	Email (Jan. 3, 2018) From: J. Chamberlain To: R. Greenholtz, M. Mortez CC: J. Patterson, J. Dederick Subject: RE: Follow Up Attach: DWA_MSA_NS_12 28 2017
524	2018-01-05	GOOG-AT-MDL-014736719	GOOG-AT-MDL-014736724	Confidential	Email (Jan. 5, 2018) From: A. Verma To: F. Sze Subject: Re: [EPX] Meeting Agenda For Thursday, December 7 - (1) conScore (2) LinkedIn
525	2018-01-10	GOOG-DOJ-13579782	GOOG-DOJ-13579784	Highly Confidential	Email (Jan. 10, 2018) From: launch To: T. Maurer Cc: launchlog Subject: OVERDUE LAUNCH - Please Update: [Launch 215784] Poirot: Bid bucket surplus model
526	2018-01-15	N/A	N/A	Publicly available	Mediavine Blog Post (Jan. 15, 2018): Eric Hochberger, What is Header Bidding?
527	2018-01-16	GOOG-DOJ-12634156	GOOG-DOJ-12634207	Highly Confidential	Google Slide Deck - Amazon Overview
528	2018-01-22	N/A	N/A	Publicly available	Vox Blog Post (Jan. 22, 2018): Winston Hearn, Why ads keep redirecting you to scammy sites and what we're doing about it
529	2018-01-25	GOOG-DOJ-12508183	GOOG-DOJ-12508195	Highly Confidential	Google Slide Deck (Jan. 25, 2018) - DVAA P&L Allocations!
530	2018-01-25	NEWSCORP-TXCID-00033603	NEWSCORP-TXCID-00033606	Highly Confidential	Email (Jan. 25, 2018) From: A. Simpson To: S. Layser Subject: Re: News Corp Native Perspective
531	2018-01-26	N/A	N/A	Publicly available	Letter from the United States Securities and Exchange Commission to Alphabet Inc., "Re: Alphabet, Inc. Form 10-Q for the Quarterly Period Ended September 30, 2017, Filed October 27, 2017, File No. 001-37580

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532	2018-02-00	GOOG-AT-MDL-B-003876609	GOOG-AT-MDL-B-003876648	Highly Confidential	Google Slide Deck - Chefbot/Kovter Summary - AdSpam edition
533	2018-02-05	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2017
534	2018-02-12	GOOG-DOJ-13469175	GOOG-DOJ-13469184	Highly Confidential	Bernanke experiment analysis
535	2018-02-15	N/A	N/A	Publicly available	OpenX Press Release (Feb. 15, 2018): Google & OpenX Release Study Showing Publisher Partners Experience 48% Revenue Lift Through Google Exchange Bidding Collaboration
536	2018-02-23	GOOG-DOJ-10261066	GOOG-DOJ-10261071	Highly Confidential	Email (Feb. 23, 2018) From: N. Jayaram To: A. Amini CC: D. Maymudes, V. Rao, M. Stepin, T. Maurer, D. Bhatnagar, P. Shodjai, T. Lipus Subject: Re: Rubicon: Buyer PMP auction dynamic adjustments
537	2018-02-28	MSFT-LIT-0000072452	MSFT-LIT-0000072452	Highly Confidential - AEO	Slide Deck - AppNexus Overview
538	2018-03-00	OPENX-00000281	OPENX-00000300	Highly Confidential	Slide Deck (March 2018) - Board Meeting
539	2018-03-01	MSFT-LIT-0000029686	MSFT-LIT-0000029760	Highly Confidential - AEO	Slide Deck - AppNexus Programmable Platform (APP)
540	2018-03-02	GOOG-AT-MDL-B-001741479	GOOG-AT-MDL-B-001741491	Confidential	Email (March 2, 2018) From: S. Sundaresan To: D. Wang, H. Xia, S. Swan, D. Mitby, B. Guiro, R. Elmquist, J. Greenberg Subject: Fwd: [FYI] Singular report: Google #1 on Android, #2 on IOS Attach: Google_2017 Q4 Industry Overview
541	2018-03-14	N/A	N/A	Publicly available	Google Blog Post (Mar. 14, 2018): S. Spencer, An advertising ecosystem that works for everyone
542	2018-03-19	GOOG-AT-MDL-003977297	GOOG-AT-MDL-003977506	Highly Confidential	Google Slide Deck (Mar. 2018) - Buyside Deep Dive
543	2018-03-23	GOOG-DOJ-04937154	GOOG-DOJ-04937164	Highly Confidential	Optimized pricing in the Open Auction Comms
544	2018-03-26	GOOG-DOJ-05276941	GOOG-DOJ-05276959	Highly Confidential	2018 Spring Perf: Tobias Maurer
545	2018-03-26	GOOG-DOJ-06229841	GOOG-DOJ-06229841	Highly Confidential	AwBid & GDN Escalation
546	2018-03-27	GOOG-AT-MDL-001970990	GOOG-AT-MDL-001971005	Highly Confidential	[Comms Doc] - ads.txt - IAB Industry Standard (Google Internal Version)
547	2018-03-27	GOOG-AT-MDL-008663708	GOOG-AT-MDL-008663734	Confidential	Performance Part 1
548	2018-04-04	N/A	N/A	Publicly available	Google Ad Manager Blog Post (Apr. 4, 2018): J. Bellack, Exchange Bidding now available to all customers using DoubleClick for Publishers
549	2018-04-05	GOOG-DOJ-10519181	GOOG-DOJ-10519302	Confidential	Google Slide Deck (Apr. 5, 2018) - AdWords Display Overview
550	2018-04-11	GOOG-AT-MDL-012701069	GOOG-AT-MDL-012701144	Highly Confidential	AdX Dynamic Price Meeting Notes (Apr. 11, 2018)

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551	2018-04-12	CENSUS-ADS-0000475977	CENSUS-ADS-0000476018	Highly Confidential	Email (Apr. 12, 2018) From: L. Velez To: C. Taylor, N. Evangeliste, K. Glascoe, V. Hyer CC: J. Cole Subject: Re: Social Media for Recruitment efforts Attach: Award - YA1323-16-CO-0003 CR 008_Y&R Fully Executed
552	2018-04-18	USPS-ADS-0000416614	USPS-ADS-0000416619	Highly Confidential	Email (Apr. 18, 2018) From: W. Luo To: B. Pasco, F. Corcoran, S. Starr, C. Winters CC: L. Catucci, L. Ernst, A. Della, M. White Subject: RE: Lead Gen/CM Budgets Attach: Lead Gen - Content Marketing Budgets - Campaign Breakout - 4.18
553	2018-04-24	AMZNDOJ0000225	AMZNDOJ0000233	Confidential	US Self-Service Advertising Goal Based Objectives Benchmark
554	2018-04-25	N/A	N/A	Publicly available	Criteo Press Release (Apr. 25, 2018): Criteo Direct Bidder Reaches Widespread Adoption as Publishers Embrace Header Bidding Technology to Maximize Revenues
555	2018-04-30	GOOG-AT-MDL-B-004577166	GOOG-AT-MDL-B-004577251	Confidential	Email (Apr. 30, 2018) From: D. Steinberger To: A. Shellhammer Cc: K. Mannion, Y. Gupta, G. Bender, B. Leung Subject: Re: SSP Report update Attach: Google Slide Deck - Advertiser Perceptions (Wave 1 2018) SSP Report
556	2018-05-00	GOOG-DOJ-09731684	GOOG-DOJ-09731706	Highly Confidential	Google Slide Deck (May 2018) - DVAA P&Ls: Pre-Read
557	2018-05-02	GOOG-DOJ-05277571	GOOG-DOJ-05277571	Highly Confidential	Google Spreadsheet - Display Ads Quality Launches 2017
558	2018-05-03	GOOG-DOJ-12078507	GOOG-DOJ-12078512	Highly Confidential	AdMob by Google - Ad Content Filtering as a UI control
559	2018-05-09	GOOG-DOJ-04736246	GOOG-DOJ-04736248	Highly Confidential	Demand Elasticity on AdX web publishers
560	2018-05-16	COM-00062160	COM-00062161	Confidential	Email (May 16, 2018) From: P. Intermaggio To: K. Kozlowski, L. Pickles, S. Rajagopal, R. Kluxen Subject: Media Principles
561	2018-05-20	GOOG-DOJ-14524624	GOOG-DOJ-14524627	Highly Confidential	Email (May 20, 2018) From: launch To: E. Lipkovitz CC: launchlog Subject: UPCOMING LAUNCH - Please review: [Launch 247521] Enable Poirot on private auctions and sensitive advertisers
562	2018-05-29	GOOG-DOJ-03331721	GOOG-DOJ-03331727	Highly Confidential	PStaff Meeting - 5/29/18: DVIP 2019 and beyond
563	2018-06-00	GOOG-AT-MDL-010164118	GOOG-AT-MDL-010164153	Confidential	Google Slide Deck (June 2018) - Project Yavin deal Pre-brief
564	2018-06-00	GOOG-DOJ-15279606	GOOG-DOJ-15279669	Highly Confidential	Google Slide Deck (June 2018) - Automation + Display Ad Formats

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565	2018-06-05	GOOG-DOJ-11916795	GOOG-DOJ-11916797	Highly Confidential	v5 2018 Ads P&L
566	2018-06-14	GOOG-DOJ-04602586	GOOG-DOJ-04602643	Highly Confidential	Google Slide Deck (June 14, 2018) - Welcome to the Universals Strategy Summit
567	2018-06-14	GOOG-DOJ-12570257	GOOG-DOJ-12570266	Highly Confidential	Google Ads & Data Privacy: Sales Comms
568	2018-06-20	GOOG-DOJ-32034896	GOOG-DOJ-32034898	Confidential	Email (June 20, 2018) From: A. Pappu To: N. Wolf CC: J. Bellack, J. Giles, S. Hsiao, T. Taylor, Bellack Leads, Aparna-directs, C. LaSala, P. Shodjai Subject: Re: Your Ad Tech Tax Is Amazon's Opportunity
569	2018-06-21	GOOG-DOJ-12947505	GOOG-DOJ-12947508	Highly Confidential	Email (June 21, 2018) From: M. Lin To: T. Lipus CC: N. Jayaram, N. Korula, J. Giles, M. Pal, P. Shodjai, J. Bellack, A. Pappu, T. Maurer, A. Amini Subject: Re: good read: self competition of DBm on Jedi (care of M. Lin)
570	2018-06-22	GOOG-AT-MDL-006598184	GOOG-AT-MDL-006598285	Confidential	Email (June 22, 2018) From: K. Kendall To: MCM US Office Depot Paid Search CC: office_depot Subject: [office depot] Google Office Hours 6.21.18 Attach: Office Depot Office Hours; Shopping Campaigns, Office Depot - Weekly Dashboard; Google Beta Cards
571	2018-06-27	GOOG-DOJ-11862779	GOOG-DOJ-11862809	Highly Confidential	Google Slide Deck (June 27, 2018) - Google Display Network Leadership Summit
572	2018-06-27	N/A	N/A	Publicly available	Google Ads & Commerce Blog Post (June 27, 2018): J. Bellack, Introducing Google Ad Manager, Google Ad Manager
573	2018-06-29	GOOG-DOJ-09007148	GOOG-DOJ-09007150	Highly Confidential	Email (June 29, 2018) From: S. Kochhar To: K. Spalding CC: boost-eng, Search Ads PMs, J. Dischler, S. Venkataraman, et al. Subject: Smart campaigns launch in the U.S.
574	2018-07-00	GOOG-DOJ-15279859	GOOG-DOJ-15279868	Highly Confidential	DBM & Google Display Ads - Sales Positioning
575	2018-07-06	CENSUS-ADS-0000724090	CENSUS-ADS-0000724113	Confidential	2020 Census Integrated Communications Contract: Acquisition Plan
576	2018-07-18	GOOG-AT-MDL-019230547	GOOG-AT-MDL-019230574	Confidential	Google Slide Deck (July 18, 2018) - Alphabet Inc. 2018 audit scope discussion

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577	2018-07-23	GOOG-DOJ-04749633	GOOG-DOJ-04749636	Highly Confidential	Email (July 23, 2018) From: A. Dijk To: D. Taylor Subject: [Marketing Times] Smart Campaigns, Innovative Measurement, Diverse Small Businesses
578	2018-07-25	GOOG-DOJ-03998505	GOOG-DOJ-03998508	Highly Confidential	PRD: Unified 1P auction and Pricing
579	2018-08-00	GOOG-AT-MDL-004326981	GOOG-AT-MDL-004327016	Highly Confidential	Google Slide Deck (Aug. 2018) - DVAA P&L 101
580	2018-08-00	GOOG-AT-MDL-010707637	GOOG-AT-MDL-010707726	Confidential	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Syntesis Report: Analysis of findings from multiple AP studies
581	2018-08-00	GOOG-DOJ-12059682	GOOG-DOJ-12059687	Highly Confidential	Poirot v2.0
582	2018-08-00	GOOG-DOJ-14047059	GOOG-DOJ-14047148	Highly Confidential	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Synthesis Report
583	2016-08-00	GOOG-DOJ-15704289	GOOG-DOJ-15704291	Highly Confidential	Ad Spam Mission and Goals (2018 edition)
584	2018-08-01	GOOG-DOJ-03899307	GOOG-DOJ-03899325	Highly Confidential	Google Slide Deck - Eliminate Counterfeit Inventory: \Project Hudson
585	2018-08-01	NAVY-ADS-0000335396	NAVY-ADS-0000335398	Confidential	Email (Aug. 1, 2018) From: M. Boren To: M. Sandra, A. Ownes, M. Rivera Subject: RE: Field Support
586	2018-08-07	GOOG-DOJ-07799709	GOOG-DOJ-07799711	Highly Confidential	Email (Aug. 7, 2018) From: B. Stewart To: C. LaSala CC: S. Sheffer, G. Kronstadt, A. Donov Subject: Re: [Deal_review] [GPX] Meeting Agenda for Aug 7, 2018: (1)1 Demiroren Internet (2) Digital Media Services
587	2018-08-08	GOOG-AT-MDL-008957388	GOOG-AT-MDL-008957389	Highly Confidential	Email (Aug. 8, 2018) From: R. Srinivasan To: N. Korula, M. Lin Subject: Fwd: Follow-up re: Exchange Bidding Financials
588	2018-08-14	GOOG-DOJ-15264552	GOOG-DOJ-15264554	Highly Confidential	Email (Aug. 14, 2018) From: launch To: J. Bigler CC: launchlog Subject: [Launch 258064] Project Marple
589	2018-08-21	GOOG-DOJ-13596560	GOOG-DOJ-13596562	Highly Confidential	Email (Aug. 21, 2018) From: launch To: T. Maurer CC: launchlog Subject: [Launch 259738] Project Poirot with auction type signal
590	2018-08-28	GOOG-DOJ-06875572	GOOG-DOJ-06875611	Confidential	Google Slide Deck - PRD/Strat review: Network health
591	2018-09-00	GOOG-AT-MDL-012877140	GOOG-AT-MDL-012877236	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Report: Wave 2 Attach: Excel Spreadsheets

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592	2018-09-00	GOOG-AT-MDL-B-001605032	GOOG-AT-MDL-B-001605033	Highly Confidential	CARE Query Throttler
593	2018-09-00	GOOG-DOJ-10570181	GOOG-DOJ-10570231	Highly Confidential	Google Slide Deck (Sep. 2018) - 2019 Product Priorities
594	2018-09-00	GOOG-DOJ-11247542	GOOG-DOJ-11247581	Highly Confidential	Ad Spam/PubQual Metrics Highlights
595	2018-09-00	GOOG-DOJ-14298405	GOOG-DOJ-14298428	Highly Confidential	Google Slide Deck (Summer 2018) - Competitive Analysis: Project Anaconda: Strategy Perspective on Amazon
596	2018-09-04	GOOG-DOJ-14291883	GOOG-DOJ-14291917	Highly Confidential	Google Slide Deck (Sep. 4-5, 2018) - Ad Spam 2019+ Strategy Summit
597	2018-09-05	N/A	N/A	Publicly available	Amazon Blog Post (Sep. 5, 2018): Amazon Advertising: Announcing a single unified brand
598	2018-09-05	GOOG-DOJ-10924864	GOOG-DOJ-10924881	Highly Confidential	Google Slide Deck (Sep. 5, 2018) - 2018 AWBid Review: AWBid/GTrade teams
599	2018-09-06	GOOG-AT-MDL-009644238	GOOG-AT-MDL-009644238	Highly Confidential	Google Spreadsheet - Launch request - Remove DBM from AdX dynamic revshare
600	2018-09-06	GOOG-DOJ-15743853	GOOG-DOJ-15743853	Highly Confidential	Email (Sep. 6, 2018) From: C. Loth To: Ac-eng-launch Subject: [Afc-eng-launch] Launched ariane 259738 (medium impact)
601	2018-09-10	GOOG-DOJ-09712720	GOOG-DOJ-09712871	Highly Confidential	DVAA 2019 Strategy Book (Version 1)
602	2018-09-10	GOOG-DOJ-AT-02512863	GOOG-DOJ-AT-02512871	Highly Confidential	Poirot for AWBid Design Doc
603	2018-09-12	GOOG-DOJ-15151724	GOOG-DOJ-15151728	Highly Confidential	Authorized Buyers Experiment Proposals
604	2018-09-12	NAVY-ADS-0000349092	NAVY-ADS-0000349094	Highly Confidential	Email (Sep. 12, 2018) From: S. Muoio To: C. Aimestillman CC: N. Cullum, D. Stewart-Curry Subject: [Non-DoD Source] RE: TO # N00189-18-F-Z519 - modification needed
605	2018-09-13	GOOG-AT-MDL-001412832	GOOG-AT-MDL-001412834	Confidential	Advanced Poirot with TensorFlow
606	2018-09-17	AMZNDOJ0023642	AMZNDOJ0023648	Confidential	Email (Sep. 17, 2018) From: V. Adapala To: K. Leeder, B. Howard CC: aps-managed-web Subject: Re: PBRs in New York WO August 27th
607	2018-09-18	GOOG-DOJ-12408302	GOOG-DOJ-12408302	Highly Confidential	Google Spreadsheet - Copy of Remarketing Launches
608	2018-09-20	COM-00035829	COM-00035829	Confidential	Email (Sep. 20, 2018) From: D. Avalon To: K. Kozlowski Subject: JBP YoY spend structure Attach: 2017 JBP Update_12.2.16 Final

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609	2018-09-26	GOOG-DOJ-11782962	GOOG-DOJ-11782965	Highly Confidential	Email (Sep. 26, 2018) From: J. Giles To: A. Sheth CC: A. Ralles, G. Bernston, K. Spoerer, C. Garcia-Herrero, et al. Subject: Re: Ultrapro - Increase the ALI for Turner
610	2018-10-00	AMZNDOJ0000207	AMZNDOJ0000216	Confidential	Continuous Ads Benchmarking
611	2018-10-00	GOOG-DOJ-03636089	GOOG-DOJ-03636101	Highly Confidential	Google Slide Deck (Oct. 2018) - Global Partnerships > LPS Global Summary Customer Satisfaction Survey 2018
612	2018-10-00	GOOG-DOJ-11871133	GOOG-DOJ-11871139	Highly Confidential	Google Slide Deck (Oct. 2018) - Competitive Feature Survey
613	2018-10-00	GOOG-DOJ-15042589	GOOG-DOJ-15042605	Highly Confidential	Google Slide Deck (Oct. 2018) - Project Yavin (Ad Connector) Overview
614	2018-10-03	GOOG-DOJ-09163089	GOOG-DOJ-09163141	Highly Confidential	Google Slide Deck - Comcast Attendees
615	2018-10-04	GOOG-DOJ-05282625	GOOG-DOJ-05282671	Highly Confidential	Google Slide Deck - Bidding in adversarial auctions
616	2018-10-05	CENSUS-ADS-0000387420	CENSUS-ADS-0000387490	Highly Confidential	Integrated Communications Contract Revised Technical Proposal Media Planning and Buying (Version 2)
617	2018-10-15	GOOG-AT-MDL-009406295	GOOG-AT-MDL-009406301	Highly Confidential	Running Notes of Meetings with Reingold/Wavemaker re: Census
618	2018-10-16	GOOG-DOJ-12038253	GOOG-DOJ-12038313	Highly Confidential	Google Slide Deck - DV360, Third Party Exchanges, and Outcome-Based Buying
619	2018-10-19	N/A	N/A	Publicly available	Facebook Press Release (Oct. 19, 2018): Facebook Attribution: A Measurement Tool for Today's Digital Advertising Landscape
620	2018-10-23	N/A	N/A	Publicly available	Google Security Blog Post (Oct. 23, 2018): P. BJORKE, Google tackles new ad fraud scheme
621	2018-10-25	GOOG-DOJ-AT-00587215	GOOG-DOJ-AT-00587216	Highly Confidential	Email (Oct. 25, 2018) From: J. Glogovsky To: S. Balasubramanian CC: C. Verite, C. Bogush, M. Lemonedes, S. Rothstein, K. Mowbray, J. Ordonez, L. Hayes, S. Heroy, K. Dzenis, N. Korula, M. Hopkins Subject: Re: Summary of Optimized Competition Experiments for NYT
622	2018-10-29	NEWSCORP-DOJCID-00000393	NEWSCORP-DOJCID-00000432	Confidential	Slide Deck - Competition Issues In Digital Advertising and Online News
623	2018-10-31	GOOG-DOJ-26774631	GOOG-DOJ-26774635	Confidential	Google tackles new fraud scheme
624	2018-11-00	N/A	N/A	Publicly available	Google and White Ops White Paper (Nov. 2018): The Hunt for 3ve: Taking down a major ad fraud operation through industry collaboration
625	2018-11-01	NAVY-ADS-0000315296	NAVY-ADS-0000315374	Confidential	Email (Nov. 1, 2018) From: A. Lacroce To: J. O'sullivan Subject: Navy Advertising Contract Attach: N00189-15-z024

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626	2018-11-02	USAF-ADS-0000416385	USAF-ADS-0000416420	Highly Confidential	Solicitation, Offer, and Award Contract Contract Number: FA300218D0008 Issued By: FA7115 SAF AQC
627	2018-11-05	GOOG-DOJ-05283173	GOOG-DOJ-05283188	Highly Confidential	Google Slide Deck - Poirot with auction type signal
628	2018-11-05	GOOG-DOJ-AT-00901467	GOOG-DOJ-AT-00901537	Highly Confidential	Google Slide Deck (Nov. 5, 2018) - Competitive Strategy Update: Apps Immersion
629	2018-11-05	CENSUS-ADS-0000709936	CENSUS-ADS-0000709991	Confidential	PPT Slide Deck (Nov. 5, 2018) Order 15: Media Strategy 2020 Census Integrated Communications Contract
630	2018-11-09	CMS-ADS-0000181785	CMS-ADS-0000181786	Highly Confidential	Email (Nov. 9, 2018) From: C. Chung To: I. Camacho, C. Koepke CC: N. Sanzo, K. Kojesich, A. Jaffee, et al. Subject: Re: Weekly Open Enrollment Reporting Call
631	2018-11-09	CMS-ADS-0000191004	CMS-ADS-0000191005	Highly Confidential	Email (Nov. 9, 2018) From: C. Koepke To: C. Chung, I. Camacho CC: N. Sanzo, K. Kojesich, A. Jaffee, et al. Subject: RE: Weekly Open Enrollment Reporting Call
632	2018-11-14	CMS-ADS-0000183318	CMS-ADS-0000183320	Highly Confidential	Email (Nov. 14, 2018) From: C. Koepke To: J. Monroe, K. Ceballos, N. Black, et al. Subject: RE: Outreach
633	2018-11-20	GOOG-DOJ-13480672	GOOG-DOJ-13480676	Highly Confidential	Google Slide Deck (Nov. 20, 2018) - PRD/Strat Review: Indirect Yield Groups Discussion
634	2018-11-21	CENSUS-ADS-0000075450	CENSUS-ADS-0000075459	Highly Confidential	Order Form (Nov. 21, 2018) Issued by: Bureau of Census, Acquisition Division Contractor: Young & Rubicam Inc.
635	2018-11-27	N/A	N/A	Publicly available	Google Security Blog Post (Nov. 27, 2018): P. Bjorke, Industry collaboration leads to takedown of the "3ve" ad fraud operation
636	2018-11-27	GOOG-DOJ-14933656	GOOG-DOJ-14933665	Highly Confidential	Email (Nov. 27, 2018) From: P. Bjorke To: B. Hunter CC: L. Leykin, A. McPhillips, J. Buchan, S. Spencer, S. Blackburn Subject: Re: Announcement now live: Major Ad Fraud Operation Dismantled by White Ops, Google, other

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637	2018-11-28	GOOG-DOJ-AT-00159976	GOOG-DOJ-AT-00159990	Highly Confidential	Email (Nov. 28, 2018) From: F. Bustamante To: M. Ubl CC: A. Pappu Subject: Re: Introductions Attach: mobicom-amp, Publication entitled AMP up your mobile web experience: Characterizing the impact of Google's Accelerated Mobile Project
638	2018-11-29	GOOG-AT-MDL-009644236	GOOG-AT-MDL-009644236	Highly Confidential	Google Spreadsheet - Awbid/Project Poirot
639	2018-12-00	GOOG-AT-MDL-004541782	GOOG-AT-MDL-004541807	Confidential	Google Slide Deck (Dec. 2018) - OPG Tier 1 2019 Plan
640	2018-12-12	FBDOJ002554564	FBD0J002554566	Confidential	Email (Dec. 12, 2018) From: Y. Amstein To: Ads Leadership Team CC: M. Cubeta, E. Diana, H. Crum, G. Reakes, A. Musil, A. Mertner, M. Protti BCC: Y. Arnstein Subject: Planned Comms related to the Google & Audience Network bidding deal - Confidential until Dec. 14
641	2018-12-13	FBDOJ012957554	FBDOJ012957560	Confidential	End-to-end Audience Network Bidding Strategy and Global Dynamic Margin
642	2018-12-13	METAGOOG00003284	METAGOOG00003290	Highly Confidential	End-to-End Audience Network Bidding Strategy and Global Dynamic Margin Overview
643	2018-12-14	GOOG-DOJ-AT-00825747	GOOG-DOJ-AT-00825831	Highly Confidential	Email (Dec. 14, 2018) From: M. Martinez To: APMG Subject: Fwd: [Amg] Fwd: Google Q4 Synthesis Report follow up Attach: Google Q4 Synthesis Final
644	2018-12-17	GOOG-DOJ-07285073	GOOG-DOJ-07285242	Highly Confidential	Google Slide Deck - Google Display + Video Ads & Analytics
645	2019-00-00	GOOG-AT-MDL-013235497	GOOG-AT-MDL-013235561	Highly Confidential	Advertiser Perceptions Slide Deck - DSP Report, Wave 6: Part of the Programmatic Intelligence Report Portfolio
646	2019-00-00	EQUATIV-000000459	EQUATIV-000000459	Highly Confidential	SmartAdserver Ratecard 2019
647	2019-00-00	GOOG-AT-MDL-004168922	GOOG-AT-MDL-004168985	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Report, Wave 4: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets
648	2019-00-00	GOOG-AT-MDL-008928776	GOOG-AT-MDL-008928776	Highly Confidential	Google Ads P&L 2019
649	2019-00-00	GOOG-AT-MDL-010708075	GOOG-AT-MDL-010708143	Confidential	Advertiser Perceptions Slide Deck - SSP Report, Wave 3: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets
650	2019-00-00	GOOG-AT-MDL-B-002170827	GOOG-AT-MDL-B-002170827	Highly Confidential	2019 Google Display Ads Objectives and Key Results Spreadsheet
651	2019-00-00	GOOG-DOJ-06241817	GOOG-DOJ-06241820	Highly Confidential	Search & Display Ads 2019 Strategic Planning - Ads Integrity
652	2019-00-00	GOOG-DOJ-28502334	GOOG-DOJ-28502350	Confidential	DVAA 2019 Plan
653	2019-00-00	K.H.C.G_002781	K.H.C.G_002786	Highly Confidential	2019 Dr Pepper Planning Check-In

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654	2019-00-00	FBDOJ012169959	FBDOJ012169966	Confidential	Brief: Joe Hinrichs, President of Automotive, Ford Motor
655	2019-00-00	NEWSCORP-DOJCID-00003014	NEWSCORP-DOJCID-00003017	Confidential	Deprioritizing Google Ad Exchange
656	2019-01-00	OPENX-00001645	OPENX-00001676	Highly Confidential	Slide Deck (Jan. 2019) - Budget Meeting Follow Us
657	2019-01-02	USPS-ADS-0000160337	USPS-ADS-0000160416	Highly Confidential	Email (Jan. 2, 2019) From: C. Karpenko To: J. Stako, S. Monteith CC: P. Mccollum, C. Mason, L. Briscoe bcc: sandra.r.latham@usps.gov Subject: email 3 of 3 examples of measuring Brand performance Attach: USPS Slide Deck (Nov. 2018) - USPS Marketing Mix Methodology & Results
658	2019-01-03	GOOG-DOJ-AT-00588455	GOOG-DOJ-AT-00588456	Highly Confidential	Email (Jan. 3, 2019) From: N. Korula To: R. Srinivasan Subject: Fwd: first price bidding impact
659	2019-01-04	GOOG-DOJ-13221355	GOOG-DOJ-13221363	Highly Confidential	Dynamic Revenue Sharing (DRS) V2 Proposal
660	2019-01-10	GOOG-DOJ-10924270	GOOG-DOJ-10924338	Highly Confidential	Google Side Deck (Jan. 10, 2019) - Changes to Ad Manager auction: DVAA Review
661	2019-01-11	GOOG-DOJ-AT-02640072	GOOG-DOJ-AT-02640105	Highly Confidential	Google Slide Deck (Jan. 11, 2019) - Changes to Ad Manager auction: ACM Review
662	2019-01-11	AMZNDOJ0107882	AMZNDOJ0107889	Confidential	Email (Jan. 11, 2019) From: P. Mehta To: K. Leeder, S. Siegler, V. Adapala, V. Picciafuoco, S. Kelath Subject: Insights from MLO doc. Attach: Amazon Doc - Machine Learning Optimization Team Charter
663	2019-01-18	GOOG-DOJ-11247631	GOOG-DOJ-11247635	Highly Confidential	Project Poirot Design Document
664	2019-01-28	GOOG-DOJ-03901903	GOOG-DOJ-03901974	Highly Confidential	Advertiser Perceptions Slide Deck - 2018 SSP Wave 2 for Google
665	2019-01-29	PUBMATIC DOJ-00000132	PUBMATIC DOJ-00000203	Highly Confidential	Slide Deck (Jan. 29, 2019) - Board Meeting
666	2019-01-29	NEWSCORP-DOJCID-00035124	NEWSCORP-DOJCID-00035125	Confidential	Email (Jan. 29, 2019) From: S. Layser To: K. Lauterbach, K. Lauterbach Attach: Performance Analytics for Prebid; Rubicon Project Prebid Statement
667	2019-01-29	NEWSCORP-DOJCID-00035124	NEWSCORP-DOJCID-00035142	Confidential	Email (Jan. 29, 2019) From: S. Layser To: K. Lauterbach, K. Lauterbach Attach: Performance Analytics for Prebid; Rubicon Project Prebid Statement
668	2019-02-00	GOOG-AT-MDL-B-000278059	GOOG-AT-MDL-B-000278059	Confidential	Introducing the newest member of the Smart Bidding family: Max Conversions for Display! - Launched February 2019

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669	2019-02-00	GOOG-AT-MDL-B-000278119	GOOG-AT-MDL-B-000278129	Confidential	Google Slide Deck (Feb. 2019) - Maximize Conversions bidding for Display
670	2019-02-00	GOOG-DOJ-14946271	GOOG-DOJ-14946287	Highly Confidential	Competitive Insights/Strategy Proposal
671	2019-02-01	AMZNDOJ0105658	AMZNDOJ0105675	Confidential	Email (Feb. 1, 2019) From: A. Chauhan To: M. Loritsch, P. Sen, H. Patel, R. Mayward, T. Elton, D. Kwan, K. Sharma, S. Dallaire, T. Craycroft, et al. Subject: Re: Verticals Autos QBR Attach: Amazon Doc - Amazon Advertising - Autos Vertical Review (Q4 2018 QBR)
672	2019-02-04	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2018
673	2019-02-11	GOOG-AT-MDL-008664799	GOOG-AT-MDL-008664802	Confidential	Google Slide Deck (2019) - Display Smart Bidding: Maximize Conversions
674	2019-02-11	GOOG-DOJ-11726308	GOOG-DOJ-11726359	Highly Confidential	Google Slide Deck (Feb. 11, 2019) - DVAA Quality, Formats, O&O
675	2019-02-15	GOOG-AT-MDL-012695041	GOOG-AT-MDL-012695043	Highly Confidential	Google Ad Manger [Comms Doc] - GPT Delayed Rendering on Hidden Pages (mWeb)
676	2019-02-15	GOOG-DOJ-AT-02136779	GOOG-DOJ-AT-02136779	Highly Confidential	[External Comms] - Delay rendering on hiding pages on mobile device
677	2019-02-18	GOOG-AT-MDL-B-001282964	GOOG-AT-MDL-B-001282968	Highly Confidential	Email (Feb. 18, 2019) From: Sales Bulletin To: M. Shullman re: Mike, here are your updates for the week of Feb 18
678	2019-02-25	GOOG-DOJ-AT-01901429	GOOG-DOJ-AT-01901434	Highly Confidential	George Levitte
679	2019-03-00	CRITEO_GOOGLELIT_0000000 295	CRITEO_GOOGLELIT_0000000 311	Highly Confidential	Slide Deck - Sponsorship Priority Training for BD's
680	2019-03-00	GOOG-DOJ-05326023	GOOG-DOJ-05326026	Highly Confidential	Comm Doc: Optimized Fixed Bidding in DV360
681	2019-03-00	GOOG-DOJ-14550102	GOOG-AT-MDL-009644238	Highly Confidential	The Alchemist (AKA First Price Bernanke)
682	2019-03-00	OPENX-00001996	OPENX-00002042	Highly Confidential	Slide Deck (Mar. 2019) - Board Meeting
683	2019-03-00	N/A	N/A	Publicly available	iab. Tech Lab, Authorized Sellers for Apps (app-ads.txt), Final specification version 1.0
684	2019-03-04	GOOG-DOJ-06525908	GOOG-DOJ-06525934	Highly Confidential	Google Slide Deck (Mar. 4, 2019) - Unified 1st Price Auction
685	2019-03-04	GOOG-DOJ-AT-00568160	GOOG-DOJ-AT-00568160	Highly Confidential	Email (Mar. 4, 2019) From: A. Amini To: N. Jayaram Subject: Fwd: Future of our margin on buyside and sellside
686	2019-03-05	N/A	N/A	Publicly available	Google Ad Manager Help (Mar. 05, 2019): Help me with Waterfall setup and understanding Passback Tags,
687	2019-03-06	N/A	N/A	Publicly available	Google Ads & Commerce Blog Post (Mar. 6, 2019): S. Cox, Simplifying programmatic: first price auctions for Google Ad Manager

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688	2019-03-07	GOOG-DOJ-13494286	GOOG-DOJ-13494294	Highly Confidential	Abrantes-Metz Ex. 16 (with handwritten notes) Google Slide Deck - Last Look Advantage
689	2019-03-07	GOOG-DOJ-13494286	GOOG-DOJ-13494294	Highly Confidential	Google Slide Deck - Last Look Advantage
690	2019-03-13	USPS-ADS-0000183870	USPS-ADS-0000183874	Highly Confidential	Email (Mar. 13, 2019) From: B. Pasco To: M. Knopf, J. Krange-Strako, S. Monteith, C. Karpenko, et al. CC: J. Lang, V. Merline, R. Lee, Lisa Catucci Subject: RE: Flash POV: Google Ad Manager Switches to 1st Price Auction
691	2019-03-13	GOOG-AT-MDL-007044200	GOOG-AT-MDL-007044201	Confidential	Email (Mar. 13, 2019) From: S. Temes To: temes-all-auto Subject: Comms for Fwd: IAB finalized app-ads.txt specification
692	2019-03-14	N/A	N/A	Publicly available	Google Blog Post (Mar. 14, 2019): S. Spencer, Enabling a safe digital advertising ecosystem
693	2019-03-22	CMS-ADS-0000011906	CMS-ADS-0000011974	Highly Confidential	2019 Technical Proposal from Weber Shandwick for Healthcare.gov
694	2019-03-26	GOOG-DOJ-AT-00748293	GOOG-DOJ-AT-00748396	Highly Confidential	Advertiser Perceptions Slide Deck - DSP Report, Wave 5: Part of the Programmatic Intelligence Report Portfolio
695	2019-03-29	GOOG-DOJ-11785945	GOOG-DOJ-11785951	Highly Confidential	Google Slide Deck (January 2018) - Google Display & Video Ads Market Share: Global GTM
696	2019-04-00	GOOG-AT-MDL-011687180	GOOG-AT-MDL-011687184	Confidential	Uniform Treatment for DFP Remnant and AdX under EDA
697	2019-04-00	GOOG-DOJ-03642148	GOOG-DOJ-03642165	Highly Confidential	Compete in 2019 White Paper: Actionable Insights for Empowering Global Sales Teams to Effectively Compete
698	2019-04-00	GOOG-DOJ-13228856	GOOG-DOJ-13228860	Highly Confidential	Uniform Treatment for DFP Remnant and AdX under EDA
699	2019-04-00	GOOG-DOJ-AT-02096796	GOOG-DOJ-AT-02096800	Highly Confidential	Uniform Treatment for DFP Remnant and AdX under EDA
700	2019-04-04	USAF-ADS-0000118210	USAF-ADS-0000118211	Highly Confidential	Email (Apr. 4, 2019) From: B. Ziemer To: C. Ostrowski CC: P. Bryerton, B. Dickey, J. Kramer Subject: [Non-DoD Source] GSD&M Administrative Notification (Subcontractor Bankruptcy Filing)
701	2019-04-18	GOOG-DOJ-11697964	GOOG-DOJ-11698043	Highly Confidential	Google Slide Deck (Apr. 18, 2019) - The Unified Auction
702	2019-04-22	GOOG-DOJ-07781369	GOOG-DOJ-07781371	Highly Confidential	Email (Apr. 22, 2019) From: Morgan and Laura To: R. Srinivasan CC: S. Blackburn, N. Korula, J. Bigler, A. Shellhammer, et al. Subject: Re: UPR and FPA Positive Feedback from WaPo
703	2019-04-25	FBDOJ006139412	FBDOJ006139424	Confidential	Brief - The Economist
704	2019-04-29	N/A	N/A	Publicly available	Bing Ads Becomes MSFT Adv
705	2019-05-00	GOOG-DOJ-13501237	GOOG-DOJ-13501279	Highly Confidential	Google Slide Deck (May 2019) - Welcome to Exchange Partnerships Executive Conference 2019

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706	2019-05-00	GOOG-DOJ-AT-00832761	GOOG-DOJ-AT-00832797	Highly Confidential	Google Slide Deck (May 2019 update) - Display Performance Review & Action Plan
707	2019-05-00	NEWSCORP-DOJCID-00035550	NEWSCORP-DOJCID-00035605	Confidential	May 2019 Review of News Corp's Programmatic Advertising Opportunities
708	2019-05-00	NEWSCORP-DOJCID-00035151	NEWSCORP-DOJCID-00035263	Confidential	News Corp Unrule Yin Yand Product Roadmap (Mar. 2019)
709	2019-05-00	N/A	N/A	No designation	May 2019 Review of News Corp's Programmatic Advertising opportunities
710	2019-05-01	GOOG-DOJ-15128751	GOOG-DOJ-15128753	Highly Confidential	Ad Network Bigler Strat Notes
711	2019-05-02	N/A	N/A	Publicly available	Competition in Television and Digital Advertising (May 2, 2019): Transcript of Proceedings at the Public Workshop held by the Antitrust Division of the United States Department of Justice
712	2019-05-07	FBDOJ012408350	FBDOJ012408377	Confidential	Email (May 7, 2019) From: L. Malo To: T. Harris, T. O'Day, L. Malo Subject: Message summary Attach: Facebook Slide Deck: Web Analysis - H1 Marketplace Review
713	2019-05-09	GOOG-DOJ-05287436	GOOG-DOJ-05287460	Highly Confidential	Google Slide Deck - DVAAR: DV260 Profitability
714	2019-05-10	N/A	N/A	Publicly available	Google Blog Post (May 10, 2019): J. Bigler, An update on first price auctions for Google Ad Manager, Google Ad Manager, May 10, 2019
715	2019-05-13	GOOG-DOJ-AT-00593475	GOOG-DOJ-AT-00593478	Highly Confidential	Pricing Rules
716	2019-05-16	NYSERDA0001121	NYSERDA0001127	No designation	NYSERDA - National Grid Co-Branded Clean Heating and Cooling 2019 Mid-Campaign Report (Delivered May 16, 2019)
717	2019-05-17	OMC-GOOG-00045175	OMC-GOOG-00045282	Confidential	Email (May 17, 2019) From: C. Johnson To: H. Chancey, et al. Subject: Programmatic Updates: Digital Center of Excellence Attach: Amazon Updates May; Google Updates May; Verizon Updates May; Amobee Updates May; TTD Updates May
718	2019-05-22	NEWSCORP-DOJCID-00000858	NEWSCORP-DOJCID-00000860	Confidential	Email (May 22, 2019) From: M. d'Halluin To: K. Dimitrios Subject: Fwd: DFP/AdX flowchart? Attach: DFP Flow Chart - Dec. 2016 v2
719	2019-05-22	NEWSCORP-DOJCID-00035928	NEWSCORP-DOJCID-00035931	Confidential	Email: (May 22, 2019) From: M. d'Halluin To: D. Katsifis Re: Testing this Weekend
720	2019-05-23	GOOG-AT-MDL-B-004790212	GOOG-AT-MDL-B-004790294	Highly Confidential	Google Slide Deck - DV3 UX Review: Automated bidding insights

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721	2019-05-28	OKELLEY000209	OKELLEY000210	Publicly available	Question for the Record from Senator Lindsey O. Graham to Brian O'Kelley U.S. Senate Committee on the Judiciary Submitted on May 28, 2019
722	2019-06-00	GOOG-DOJ-15714783	GOOG-DOJ-15714866	Highly Confidential	Google Slide Deck (June 2019) - Facebook + Instagram Tip Sheet
723	2019-06-00	GOOG-DOJ-AT-02199478	GOOG-DOJ-AT-02199555	Highly Confidential	Google Slide Deck (June 2019) - Ad Manager Ecosystem 101
724	2019-06-00	N/A	N/A	Publicly available	Pubmatic Report: Understanding Supply Path Optimization: A Primer
725	2019-06-04	ADOBESTR - CID 30253 - 0000033366	ADOBESTR - CID 30253 - 0000033370	Confidential	Email (June 4, 2019) From: B. Seltzer To: G. Collison Subject: Fwd: Internal : Microsoft DSP Status - Leadership Update - w/o 6/3
726	2019-06-06	GOOG-DOJ-12700273	GOOG-DOJ-12700273	Highly Confidential	Email (June 6, 2019) From: S. Gong To: T. Warkentin, N. Lucash, M. Vudali, J. Qu, P. Shodjai, et al. Subject: Follow-up & Ais: Display LeadGen Steering
727	2019-06-06	GOOG-DOJ-AT-00752651	GOOG-DOJ-AT-00752653	Highly Confidential	Email (June 6, 2019) From: S. Temes To: M. Forsythe Subject: Fwd: ACM Pre-reading - 2/15
728	2019-06-10	GOOG-DOJ-10960660	GOOG-DOJ-10960662	Highly Confidential	Materials for Performance Leadership Offsite Pre-Read
729	2019-06-10	GOOG-DOJ-32261273	GOOG-DOJ-32261298	Confidential	Google Slide Deck - Poirot Review
730	2019-06-10	GOOG-DOJ-AT-00655825	GOOG-DOJ-AT-00655843	Highly Confidential	Google Slide Deck (June 10, 2019) - Unified Pricing Rules
731	2019-06-10	GOOG-DOJ-12948968	GOOG-DOJ-12948969	Confidential	Email (June 10, 2019) From: R. Srinivasan To: P. Shodjai, U. Okereke Subject: Fwd: 1st Price Changes
732	2019-06-12	ADOBESTR - CID 30473 - 0000111789	ADOBESTR - CID 30473 - 0000111828	Confidential	Slide Deck - Unilever Cloud: Adobe Capabilities & Media
733	2019-06-12	GOOG-DOJ-02845394	GOOG-DOJ-02845418	Highly Confidential	Google Slide Deck (June 12, 2019) - Accelerating Display: AMG offsite pre-read
734	2019-06-12	N/A	N/A	Publicly available	Pubmatic Blog Post (June 12, 2019): J. Linville, What You Need To Know About Supply Path Optimization (SPO)
735	2019-06-13	GOOG-TEX-00644439	GOOG-TEX-00644447	Highly Confidential	Email: (June 13, 2019) From: A. Shellhammer To: J Bradbury, K Weichmann, et al. Subject: Advertiser Perceptions SSP Wave 3 Results
736	2019-06-14	GOOG-DOJ-11790760	GOOG-DOJ-11790814	Highly Confidential	Google Slide Deck (June 14th, 2019) - Exchange Bidding Sell Side Update

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737	2019-06-14	TTD_0021605	TTD_0021616	Confidential	Email (June 14, 2019) From: T. Sims To: M. Davenport, H. Shore, T. Lee, C. Patterson CC: V. Amin Subject: Auction Dynamics Analysis Attach: Omnicom Auction Slides
738	2019-06-18	GOOG-DOJ-15119015	GOOG-DOJ-15119018	Highly Confidential	Email (June 18, 2019) From: launch To: display-adsquality-launch-notify CC: launchlog Subject: [Launch 300192] Apps Bernanke for non-compliant publishers
739	2019-06-25	NHTSA-ADS-0000337070	NHTSA-ADS-0000337119	Highly Confidential	Email (June 25, 2019) From: G. Mason To: S. McMeen CC: E. Nilsson, G. Mason Subject: Media Overview Slides Attach: LaborDay_MediaWorkPlan-508; Media Overview Slides
740	2019-07-00	GOOG-AT-MDL-009748053	GOOG-AT-MDL-009748067	Highly Confidential	Google Slide Deck (July 2019) - Project Sushi: Ads P&L impact
741	2019-07-06	FBDOJ008428099	FBDOJ008428110	Confidential	Quick Hits Document
742	2019-07-08	FBDOJ006078986	FBDOJ006078987	Confidential	Brief - Daniel EK, CEO of Spotify
743	2019-07-08	FBDOJ006078940	FBDOJ006078987	Confidential	Email (July 8, 2019) From: R. Serafini To: M. Levine, S. Sandberg, A. McNicholas, A. Besmehn, at al. Subject: SV prep - Tech + Consumer Attach: Facebook Doc - Brief - Daniel Ek, CEO of Spotify
744	2019-07-09	GOOG-AT-MDL-007043716	GOOG-AT-MDL-007043717	Confidential	Email (July 9, 2018) From: P. Bjorke To: S. Spencer CC: N. Wolf, L. Shenkar, S. Cox, H. Garon, N. Korula, J. Bigler Subject: Re: SupplyChain and Sellers.json standards
745	2019-07-11	GOOG-DOJ-03637905	GOOG-DOJ-03637905	Highly Confidential	Google Spreadsheet - Ad Manager Media Under Management
746	2019-07-11	GOOG-DOJ-10664747	GOOG-DOJ-10664747	Highly Confidential	Google Spreadsheet - DFP Media Under Management 2019
747	2019-07-15	GOOG-DOJ-15407321	GOOG-DOJ-15407388	Highly Confidential	Google Slide Deck - DV360 product and architecture
748	2019-07-15	GOOG-DOJ-AT-00571333	GOOG-DOJ-AT-00571340	Highly Confidential	Email (July 15, 2019) From: C. Verhoofstad To: A. Bangla CC: N. Jayaram, B. Besson, E. Maani Subject: Re: Google POV on Bid Shading

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749	2019-07-17	MSFT-0000712982	MSFT-0000712987	Highly Confidential	Email (July 17, 2019) From: J. Gruber To: D. Plann, K. Sainsbury-Carter, J. Nienaber CC: D. Britain Subject: Outbrain, 3rd party demand/rtb and overview
750	2019-07-19	GOOG-DOJ-13226855	GOOG-DOJ-13226855	Highly Confidential	2018 Sellside Launched Revenue Evaluation
751	2019-07-19	GOOG-DOJ-13949282	GOOG-DOJ-13949282	Highly Confidential	Google Spreadsheet - 2018 Sellside Launches Revenue Evaluation
752	2019-07-31	NHTSA-ADS-0000066901	NHTSA-ADS-0000066904	Confidential	Email (July 31, 2019) From: A. Albert To: G. Mason CC: S. McMeen, A. Travis, J. Guy, W. Warren, J. Wilson Subject: For Approval Revised ESPN and Trade Desk (to replace Leafly) Media Recommendations Attach: Digital Recommendation #2; ESPN 4Q Rev. Radio Recommendation
753	2019-08-00	GOOG-AT-MDL-B-004784738	GOOG-AT-MDL-B-004784752	Confidential	Comm Doc - DV360 Ads.txt (Launched)
754	2019-08-00	GOOG-DOJ-04600090	GOOG-DOJ-04600106	Highly Confidential	Google Slide Deck - Competitive Analysis: Amazon Advertising - Display
755	2019-08-00	GOOG-DOJ-10915097	GOOG-DOJ-10915113	Highly Confidential	Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding)
756	2019-08-00	GOOG-DOJ-15389438	GOOG-DOJ-15389452	Highly Confidential	Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding)
757	2019-08-00	GOOG-TEX-00110023	GOOG-TEX-00110037	Confidential	Google Ad Manager [Comms Doc] - Open Bidding on Ad Manager (fka Exchange Bidding)
758	2019-08-01	GOOG-DOJ-11788944	GOOG-DOJ-11789028	Highly Confidential	Google Slide Deck - Facebook: GTM Competitive Intelligence
759	2019-08-01	NHTSA-ADS-0000381526	NHTSA-ADS-0000381528	Confidential	Email (Aug. 1, 2019) From: S. McMeen To: K. Daphnis CC: G. Mason Subject: RE: NEED APPROVAL: Digital & Paid Social Labor Day Media Recommendation and Chive Custom Content
760	2019-08-02	GOOG-DOJ-AT-01130388	GOOG-DOJ-AT-01130390	Highly Confidential	First Price Bidding: Executive Update
761	2019-08-05	N/A	N/A	Publicly available	Kevel Blog Post (Aug. 5, 2019): C. Shuptrine, What are the Main DoubleClick Alternatives? A 2023 Guide
762	2019-08-05	GOOG-DOJ-13227256	GOOG-DOJ-14368263	Highly Confidential	Truthful DRS Design Doc
763	2019-08-05	N/A	N/A	Publicly available	Microsoft Advertising Press Release (Aug. 5, 2019): Promote IQ acquired by Microsoft
764	2019-08-05	N/A	N/A	Publicly available	Microsoft Advertising Press Release (Aug. 5, 2019): Promote IQ acquired by Microsoft
765	2019-08-05	N/A	N/A	Publicly available	Kevel Blog Post (Aug. 5, 2019): C. Shuptrine, What are the Main DoubleClick Alternatives? A 2023 Guide

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766	2019-08-11	GOOG-AT-MDL-009293665	GOOG-AT-MDL-009293666	Highly Confidential	Email (Aug. 11, 2019) From: ca-experiments-notify+rtm To: ca-experiments-notify+rtm Subject: Experiment Alert for RemoveLastLookOverDfpRemnant::Global PreventDfpRemnantPriceFromSettingWinnerCostExperiment:2460030 52
767	2019-08-13	FBDOJ003759763	FBDOJ003759767	Confidential	Detroit 2019/ FCA Client Meeting Brief
768	2019-08-13	GOOG-DOJ-AT-00571933	GOOG-DOJ-AT-00571935	Highly Confidential	Email (Aug. 13, 2019) From: N. Korula To: N. Jayaram Subject: Unified Auction Sellside Exec update
769	2019-08-13	GOOG-DOJ-13499783	GOOG-DOJ-13499791	Highly Confidential	Google Feedback Discussion
770	2019-08-13	GOOG-DOJ-09713317	GOOG-DOJ-09713323	Highly Confidential	Email (Aug. 13, 2019) From: R. Srinivasan To: B. Bender, S. Hsiao, S. Nandy, J. Bigler, N. Wolf, D. Dukellis, N. Ben-Ayoun, A. Amini, V. Rao, P. Shodjai, C. LaSala, E. Murphy, L. Daly Subject: Unified Auction (Sellside) Executive Update - Aug. 12, 2019
771	2019-08-14	GOOG-DOJ-AT-01132472	GOOG-DOJ-AT-01132476	Highly Confidential	Email (Aug. 14, 2019) From: N. Korula To: S. Gilpin CC: H. Choxi Subject: Re: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019
772	2019-08-19	GOOG-AT-MDL-009755689	GOOG-AT-MDL-009755760	Highly Confidential	Google Slide Deck (Aug. 29, 2019) - Project Sushi: Allocation Review
773	2019-08-19	GOOG-DOJ-07960537	GOOG-DOJ-07960540	Highly Confidential	Email (Aug. 19, 2019) From: C. LaSala To: R. Srinivasan, J. Bigler, M. Laszkowska Subject: Re: Unified Auction Changes (Sellside) Executive Update - Aug 12, 2019
774	2019-08-26	GOOG-DOJ-15044036	GOOG-DOJ-15044044	Highly Confidential	Email (Aug. 26, 2019) From: H. Garon To: A. Price, J. Smilde, G. Minguzzi CC: B. Piermont, P. Lee, L. Pursell, Z. Abaumer, Rubicon Exchange Bidding, E. Batscha Subject: Re: Google & Rubicon Weekly Call Agenda - August 15 Attach: Render Rate/Win Rate Graph
775	2019-08-28	FBDOJGOOG_01347921	FBDOJGOOG_01347947	Confidential	AT&T-Warner Media FB Performance Marketing & Measurement Summit Brief

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776	2019-08-30	GOOG-DOJ-11406673	GOOG-DOJ-11406689	Highly Confidential	Google Slide Deck - First-price bidding
777	2019-09-00	GOOG-AT-MDL-003552802	GOOG-AT-MDL-003552807	Confidential	HDMI Modeling Design Doc
778	2019-09-00	GOOG-AT-MDL-009590288	GOOG-AT-MDL-009590305	Highly Confidential	Pay per Outcome in DBM
779	2019-09-00	GOOG-DOJ-13628649	GOOG-DOJ-13628791	Highly Confidential	Google Slide Deck (Sept/Oct. 2019) - DV3 + CM Overview
780	2019-09-00	GOOG-DOJ-AT-000055901	GOOG-DOJ-AT-000055906	Highly Confidential	Google Document - What is Ad Connector (go/what-is-yavin)
781	2019-09-00	GOOG-DOJ-AT-02096733	GOOG-DOJ-AT-02096740	Highly Confidential	AdX First Price Bidding Summary
782	2019-09-03	GOOG-DOJ-AT-02204351	GOOG-DOJ-AT-02204391	Highly Confidential	Abrantes-Metz Ex. 20 (with handwritten notes) Google Slide Deck (Sep. 3, 2019) - Changes to Ad Manager, AdMob auction
783	2019-09-03	GOOG-DOJ-07782646	GOOG-DOJ-07782701	Highly Confidential	Google Slide Deck (Sep. 3, 2019) - Unified 1st Price Auction
784	2019-09-03	GOOG-DOJ-14549757	GOOG-DOJ-14549797	Highly Confidential	Google Slide Deck (Sep. 3, 2019) - Changes to Ad Manager, AdMob auction
785	2019-09-03	GOOG-DOJ-15254730	GOOG-DOJ-15254739	Highly Confidential	AdX Objective, overview, detailed design, etc.
786	2019-09-05	GOOG-DOJ-14298902	GOOG-DOJ-14298917	Highly Confidential	Google Slide Deck - AWBid Overview (Sep. 05, 2019)
787	2019-09-09	GOOG-AT-MDL-014572239	GOOG-AT-MDL-014572239	Confidential	Google Spreadsheet: Auto-Bidding Adoption
788	2019-09-10	USAF-ADS-0000161230	USAF-ADS-0000161257	Highly Confidential	Email (Sep. 10, 2019) From: B. Dickey To: J. Leavitt CC: D. Durham, J. McLemore, M. Romero, et al. Subject: Potential ADA Violations Attach: Marketing Audit Potential ADA Violations
789	2019-09-10	NEWSCORP-DOJCID-00035670	NEWSCORP-DOJCID-00035678	Confidential	Email (Sept. 10, 2019) From: M. Herve To: M. D'Halluin, S. Layser cc: C. Naurnova Re: Quick Question Attach: appnexusaxel-springer-case-study; News Corporation Mail - Fwd - appnexus
790	2019-09-12	DOJ-ADS-B-0000024792	DOJ-ADS-B-0000024792	Highly Confidential	Email (Sep. 12, 2019) From: R. Karr Cc: O. Musah, B. Kressin Subject: Deck Attach: DOJ Final Presentation (9.12.19)
791	2019-09-13	AMZNDOJ0001265	AMZNDOJ0001343	Confidential	Amazon's Response to the CMA's Digital Advertising Market Study Dated (Sep. 13, 2019)
792	2019-09-18	OMC-GOOG-00054193	OMC-GOOG-00054268	Confidential	Omnicom Slide Deck - Verizon Media / McDonald's RFI
793	2019-09-18	DOJ-ADS-B-0000017265	DOJ-ADS-B-0000017265	Highly Confidential	Email (Sep. 18, 2019) From: R. Long To: C. Gower CC: N. Girard Subject: RE: Availability

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794	2019-09-20	COM-00136496	COM-00136499	Confidential	Email (Sep. 20, 2019) From: K. Wawner To: K. Leech, M. Struthers CC: M. Kiniry, K. Kozloswki Subject: RE: A few media questions
795	2019-09-21	DOJ-ADS-B-0000026658	DOJ-ADS-B-0000026660	Highly Confidential	Email (Sep. 21, 2019) From: R. Karr To: V. Yang Subject: RE: Request for Return Call
796	2019-09-23	GOOG-AT-MDL-B-000218346	GOOG-AT-MDL-B-000218352	Confidential	Email (Sep. 23, 2019) From: R. Mathews To: unidentified CC: M. Walter, R. Sharma, S. Gupta, F. Elizondo, O. Zhai, et al. Subject: Re: Maximize Conversations Launched! Attach: Charts
797	2019-09-25	GOOG-DOJ-AT-02325870	GOOG-DOJ-AT-02325874	Highly Confidential	[Comms Doc] - Authorized Buyers UI revamp
798	2019-09-26	GOOG-DOJ-AT-00573492	GOOG-DOJ-AT-00573496	Highly Confidential	AdX/AdMob first price bidder - for perf
799	2019-09-27	GOOG-DOJ-09714662	GOOG-DOJ-09714667	Highly Confidential	Google Ad Manager [Comms Doc] - Ad Manager Unified 1st Price Auction
800	2019-09-30	DOJ-ADS-B-0000042672	DOJ-ADS-B-0000042676	Highly Confidential	Email (Sep. 30, 2019) From: R. Karr To: A. Gottesfeld Subject: RE: Request for Quick Call Attach: Open X Confidentiality Letter 9-30-2019
801	2019-10-00	GOOG-DOJ-09183023	GOOG-DOJ-09183047	Highly Confidential	Web - 2020 Product and Business Strategy
802	2019-10-00	GOOG-DOJ-11363381	GOOG-DOJ-11363427	Highly Confidential	Google Slide Deck (Oct. 2019) - Ads Privacy Competitive Landscape
803	2019-10-00	GOOG-DOJ-13235212	GOOG-DOJ-13235382	Highly Confidential	Google Slide Deck (Oct. 2019) - Open Bidding Training
804	2019-10-00	GOOG-DOJ-15232606	GOOG-DOJ-15232611	Highly Confidential	Comms Doc - RTB Timeouts
805	2019-10-00	GOOG-DOJ-27710710	GOOG-DOJ-27710749	Confidential	Google Slide Deck (Oct. 2019) - Ads Measurement
806	2019-10-01	EQUATIV-000000441	EQUATIV-000000441	Highly Confidential	Spreadsheet - Data including month, publisher, network, impressions, etc.
807	2019-10-01	GSDM_000004	GSDM_000007	Highly Confidential	Google Advertising Service Agreement Customer: GSD&M, LLC Agreement Name: Q4 2019 GP: USAF T.O. 017 Sight, Sounds & Motion
808	2019-10-02	DOJ-ADS-B-0000026671	DOJ-ADS-B-0000026673	Highly Confidential	Email (Oct. 2, 2019) From: R. Karr To: T. Laramie Subject: RE: Call between US Dept of Justice and The Trade Desk

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809	2019-10-02	USPS-ADS-0000631770	USPS-ADS-0000631825	Highly Confidential	Email (Oct. 1, 2019) From: B. Pasco To: M. Leraway, J. Ferguson, M. Lay CC: M. Berrang; J. Robert Subject: RE: [EXTERNA] DG2 Follow Up Items
810	2019-10-03	N/A	N/A	Publicly available	TikTok Blog Post (Oct. 3, 2019): B. Chandlee, Understanding our policies around paid ads
811	2019-10-09	GOOG-AT-MDL-003190950	GOOG-AT-MDL-003191010	Confidential	Google Slide Deck (Oct. 9, 2019) - T-Mobile Executive Meeting
812	2019-10-09	GOOG-AT-MDL-008665828	GOOG-AT-MDL-008665854	Confidential	Google Slide Deck - Google Display Network
813	2019-10-09	FBDOJ012610471	FBDOJ012610472	Confidential	Email (Oct. 9, 2019) From: N. Morgan To: S. Ryan CC: A. Bowles, A. Berman Subject: Update - Call of Duty - AN Performance and Optimization Strategy
814	2019-10-10	GOOG-DOJ-AT-00292252	GOOG-DOJ-AT-00292275	Highly Confidential	Google Slide Deck (Oct. 10, 2019) - AdX first-price bidding
815	2019-10-18	DOJ-ADS-B-0000025588	DOJ-ADS-B-0000025590	Highly Confidential	Email (Oct. 18, 2019) From: R. Mosier To: M. Nevins Subject: RE: Information request from U.S. Department of Justice
816	2019-10-20	GOOG-DOJ-03642313	GOOG-DOJ-03642313	Highly Confidential	Google Spreadsheet - Sell-Side Prios RYG
817	2019-10-22	DOJ-ADS-B-0000017306	DOJ-ADS-B-0000017310	Highly Confidential	Email (Oct. 22, 2019) From: C. Gower To: R. Long CC: N. Girard Subject: RE: Follow-Up Topics
818	2019-10-23	GOOG-AT-MDL-008935836	GOOG-AT-MDL-008935837	Confidential	Email (Oct. 23, 2019) From: R. Ren To: N. Korula Subject: Re: EDA Performance Remnant v.s. AdX
819	2019-10-24	GOOG-DOJ-06264725	GOOG-DOJ-06264726	Highly Confidential	Local and Longtail - Opportunity Summary
820	2019-10-24	MAGNITE-00000095	MAGNITE-00000178	Highly Confidential	Slide Deck (Oct. 24, 2019) - Board of Directors Meeting
821	2019-10-25	GOOG-DOJ-AT-00573988	GOOG-DOJ-AT-00573994	Highly Confidential	Email (Oct. 25, 2019) From: N. Korula To: N. Jayaram CC: B. Malthus, J. Garrison, J. Greeberg, R. Glynn, J. Mok Subject: Re: [Important] 1p rollout pushed out to 9/23
822	2019-10-30	GOOG-DOJ-AT-00088452	GOOG-DOJ-AT-00088482	Highly Confidential	Google Slide Deck - Part 1: "Second-Price Auction" was designed to make bidding easy!

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
823	2019-10-30	TTD_0022648	TTD_0022649	Confidential	Email (Oct. 30, 2019) From: Y. Wei To: B. Stemeck, J. Dederick, J. Green, J. Carson, G. Pitigoi-Aron, D. Pickles, E. Chater, T. Sims, Z. Stengel CC: M. Fogarty, K. Platt, L. Kase, E. Koh, C. Boyler, M. Pacifici, J. Golbert, C. Kleiman Subject: we won j&j!!!!
824	2019-11-00	GOOG-AT-MDL-009406310	GOOG-AT-MDL-009406330	Highly Confidential	Google Slide Deck (Nov. 2019) - 2020 Census: Digital Opportunities & Media Strategy
825	2019-11-00	GOOG-DOJ-12081066	GOOG-DOJ-12081066	Highly Confidential	Google Slide Deck - Inventory Transparency Overview (Nov. 2019)
826	2019-11-00	GOOG-DOJ-13615208	GOOG-DOJ-13615243	Highly Confidential	Google Slide Deck (Nov. 2019) - Awbid
827	2019-11-00	ATT-GCID-00111234	ATT-GCID-00111288	Confidential	Google Slide Deck (Nov. 2019) - SSP Business Investment Case
828	2019-11-01	VET-AF-ADS-0000126694	VET-AF-ADS-0000126697	Highly Confidential	Email (Nov. 1, 2019) From: T. Tener To: R. Herrera, K. South CC: L. Brayman; A. Schweitzer; S. Schwartz Subject: Submitted OY2 Paid Media Invoice Attach: VA OMHSP OY2 Paid Media Invoice
829	2019-11-01	GOOG-DOJ-10493025	GOOG-DOJ-10493027	Highly Confidential	Email (Nov. 1, 2019) From: S. Hsiao To: D. Dukellis CC: dva-senior-staff; drx-all, drx-pm, drx-eng, drx-pgm, Sell-Side GSL, MAD-PM, etc. M. Pal, M. Lin, A. Khor, L. Li, T. Maurer, S. Nandy, J. Giles, A. Pappu, J. Bellack, J. Bigler, B. Bender, B. Rabii, P. Shodjai, V. Rao, A. Chavez, S. Venkataraman, J. Dischler Subject: [LAUNCHED] Unified First-Price Auction across Ad Manager and AdMob
830	2019-11-14	USAF-ADS-0000771515	USAF-ADS-0000771515_0015	Highly Confidential	Order for supplies to services (Nov. 14, 2019) Contract Order No. FA3002 I8 D0008 Contractor GSD&M Idea City LLC
831	2019-11-15	GOOG-DOJ-AT-00070433	GOOG-DOJ-AT-00070434	Highly Confidential	Email (Nov. 15, 2019) From: J. Crespo To: ads-thresholds-core Subject: Fwd: Join Auction Brown Bag Series: (TODAY @ 12pm PT!)
832	2019-11-21	GOOG-DOJ-03229061	GOOG-DOJ-03229061	Highly Confidential	Google Spreadsheet - 1st Price Internal Feedback
833	2019-11-21	GOOG-DOJ-AT-02160057	GOOG-DOJ-AT-02160163	Highly Confidential	Google Slide Deck (Nov. 21, 2019) - Ad Connector in 2020

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834	2019-11-22	CMS-ADS-0000183807	CMS-ADS-0000183811	Highly Confidential	Email (Nov. 22, 2019) From: B. Johanson To: B. Spiegel, L. Salerno, C. Smith, E. Blazar, C. Koepke, S. Edlavitch, K. Lyons CC: S. Monga, S. Egan, L. Spector, T. Ryan, S. Levin Subject: WS/CMS - Paid Media Report (11/21) Attach: Weber HealthCare.gov OE7 ATB #2
835	2019-11-22	USAF-ADS-0000110449	USAF-ADS-0000110454	Highly Confidential	Email (Nov. 22, 2019) From: R. Worthington To: F. Radis, B. Dickey CC: B. Bradbury, N. Rudyk Subject: [Non-DoD Source] Airforce.com Monthly Analytics Report; October 2019 Attach: Airforce.com October 2019 Report
836	2019-11-25	GOOG-AT-MDL-001397473	GOOG-AT-MDL-001397485	Confidential	Project Overview & Business Discussion: Solving the Multi-Call problem
837	2019-11-26	DOJ-ADS-B-0000060128	DOJ-ADS-B-0000060128	Confidential	Email (Nov. 26, 2019) From: R. Karr To: C. Lynch CC: A. Burke, C. Bond, S. Seo Subject: RE: FreeWheel
838	2019-11-27	GOOG-DOJ-14566285	GOOG-DOJ-14566324	Highly Confidential	Google Slide Deck (Nov. 27, 2019) - 1PA Impact Post Launch
839	2019-12-00	GOOG-DOJ-11674100	GOOG-DOJ-11674143	Highly Confidential	Google Slide Deck (Dec. 2019) - Ads Privacy and Safety Update
840	2019-12-00	GOOG-DOJ-13979867	GOOG-DOJ-13979893	Highly Confidential	Google Slide Deck (Dec. 2019) - Auction Overview
841	2019-12-00	GOOG-DOJ-15130321	GOOG-DOJ-15130328	Highly Confidential	Dynamic Revenue Share
842	2019-12-00	MAGNITE-00004628	MAGNITE-00004692	Highly Confidential	Slide Deck (Dec. 2019) - All Hands Meeting
843	2019-12-00	OPENX-00012883	OPENX-00012939	Highly Confidential	Slide Deck (Dec. 2019) - Board Meeting
844	2019-12-06	DOJ-ADS-B-0000001543	DOJ-ADS-B-0000001543	Highly Confidential	Email (Dec. 6, 2019) From: L. Willard To: T. Bush CC: R. Shores, W. Hughes Subject: RE: Hello
845	2019-12-10	N/A	N/A	Confidential	Slide Deck (Dec. 10, 2019) - Programmatic DSP Final RFI Results
846	2019-12-10	GOOG-DOJ-15779799	GOOG-DOJ-15779800	Highly Confidential	Email (Dec. 10, 2019) From: M. Fan To: K. Weisberg, T. Surapudi CC: H. Garon, D. Gelb, P. Ahnn, S. Choi, G. Beresford Subject: Re: Prebid and Open Bidding
847	2019-12-11	MSFT-LIT-0000017793	MSFT-LIT-0000017793	Highly Confidential - AEO	Slide Deck - Why "Microsoft Advertising?" What is "Microsoft Advertising?" What is MSAN?

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848	2019-12-13	ATT-GCID-00111899	ATT-GCID-00111922	Confidential	Email (Dec. 13, 2019) From: R. Allenx To: M. Park, P. Petchor, I. McPhee, J. Shotliff, J. Aylward, M. TU, E. Beicke, et al. Subject: Re: Post Migration Delivery and item of concern: Re: Warner Media/YT/FW call
849	2019-12-23	GOOG-AT-MDL-018292294	GOOG-AT-MDL-018292315	Highly Confidential	Order Form - Google Ad Manager 360 Service Company: NC Transaction, Inc.
850	2020-00-00	CENSUS-ADS-0000696413	CENSUS-ADS-0000696417	Highly Confidential	Order 15: Media Buying Process for Census PMO
851	2020-00-00	CENSUS-ADS-0000052132	CENSUS-ADS-0000052134	Confidential	2020 Census Paid Media Campaign Fact Sheet
852	2020-00-00	CENSUS-ADS-0000383738	CENSUS-ADS-0000383745	Highly Confidential	United States Department of Commerce U.S. Census Bureau Team Y&R 2020 Census Paid Media Campaign
853	2020-00-00	N/A	N/A	Publicly available	The Walt Disney Company Fiscal Year 2020 Annual Financial Report
854	2020-00-00	GOOG-AT-MDL-004170032	GOOG-AT-MDL-004170084	Confidential	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 6
855	2020-00-00	GOOG-AT-MDL-004528300	GOOG-AT-MDL-004528327	Highly Confidential	Google Slide Deck - United States Census
856	2020-00-00	GOOG-AT-MDL-008928777	GOOG-AT-MDL-008928777	Highly Confidential	Google Ads P&L 2020
857	2020-00-00	GOOG-AT-MDL-012194141	GOOG-AT-MDL-012194226	Confidential	Google Slide Deck (2H 2020) - Google Ad Manager Roadmap
858	2020-00-00	GOOG-AT-MDL-015133962	GOOG-AT-MDL-015134066	Confidential	Google Slide Deck (Q4 2020) - Revenue Close Meeting
859	2020-00-00	GOOG-DOJ-12462466	GOOG-DOJ-12462471	Highly Confidential	Ad Exchange Product Launch Document
860	2020-00-00	GOOG-DOJ-14043214	GOOG-DOJ-14043216	Highly Confidential	Select Launched for AB/OB Business (Reverse Chronological Order)
861	2020-00-00	GOOG-DOJ-AT-00608572	GOOG-DOJ-AT-00608635	Highly Confidential	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report Wave 5
862	2020-00-00	GOOG-DOJ-AT-02647851	GOOG-DOJ-AT-02647851	Highly Confidential	DVA P&L 2020
863	2020-00-00	N/A	N/A	Publicly available	USPS Five Year Strategic Plan
864	2020-00-00	MAGNITE-00015781	MAGNITE-00015838	Highly Confidential	Slide Deck - Buyer Roadshow Q3 2020
865	2020-00-00	CENSUS-ADS-0000243622	CENSUS-ADS-0000243625	Highly Confidential	Department of Commerce U.S. Census Bureau Determination and Findings
866	2020-00-00	N/A	N/A	Publicly available	PubMatic, The State of Omnichannel Wrapper: US Market Landscape Study, 2020
867	2020-00-00	N/A	N/A	Publicly available	Tinuiti (Q2 2020) Facebook Ads Benchmark Report
868	2020-01-00	AMZNADTECH-LIT-000000023	AMZNADTECH-LIT-000000040	Highly Confidential	Amazon Publishers Services (APS) QBR — Q1 2020
869	2020-01-00	GOOG-DOJ-09186078	GOOG-DOJ-09186115	Highly Confidential	Google Slide Deck (Jan. 2020) - Amazon Tip Sheet
870	2020-01-07	DOJ-ADS-B-0000026681	DOJ-ADS-B-0000026681	Highly Confidential	Email (Jan. 7, 2020) From: V. Yang To: R. Karr Subject: RE: Google Anticompetitive Behavior

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871	2020-01-10	NHTSA-ADS-0000733231	NHTSA-ADS-0000733298	Highly Confidential	Stratacomm Invoice (Jan. 10, 2020) Bill to: DOT/National Highway Traffic Safety Administration
872	2020-01-13	GOOG-AT-MDL-006080924	GOOG-AT-MDL-006080925	Confidential	Email (Jan. 13, 2020) From: M. Hardie To: W. Barkan CC: C. Rose, S. Walia, B. Griffin, M. Ton, N. Pasquinzo Subject: Re: Census 2020 - Known advertisers
873	2020-01-14	AMZNDOJ0185950	AMZNDOJ0185952	Confidential	Email (Jan. 14, 2020) From: A. Moore To: M. Battles, G. Prabhu, K. Leeder, et al. Subject: RE: 2020 OP2 Hardware Review Attach: Amazon doc - OP2 2020 Advertising Infrastructure Planning (IMR @ 2019 Rate Card)
874	2020-01-16	GOOG-DOJ-11730359	GOOG-DOJ-11730367	Highly Confidential	PRD: Auto-generated videos for RDA
875	2020-01-16	N/A	N/A	Publicly available	Comcast Press Release (Jan. 16, 2020): NBCUniversal Unveils Peacock, A Free Premium Ad-Supported Streaming Service With Subscription Tiers
876	2020-01-16	BUZZ-LIT-000543	BUZZ-LIT-000546	Highly Confidential	Daily Sales Tracker - 1/16/20 From: Kenriette Del Rosario To: unifiedbiz2020, US Sales Managers, D. Nguyen, J. Peretti, F. DellaFortuna, E. Muhlheim, S. Ortiz
877	2020-01-18	GOOG-AT-MDL-009068311	GOOG-AT-MDL-009068338	Highly Confidential	Google Slide Deck - Summary of Key Cost Drivers and Allocation Methodologies
878	2020-01-19	USAF-ADS-0000506005	USAF-ADS-0000506063	Highly Confidential	GSD&M Invoice Due Date: 1/19/2020 Date of Service: 11/21/19-12/20/29 Invoice Date: 12/19/2019
879	2020-01-21	GOOG-AT-MDL-009703454	GOOG-AT-MDL-009703493	Highly Confidential	Google Slide Deck (Jan. 21, 2020) - Executive Summary - Amazon Sell-side Update
880	2020-01-23	NHTSA-ADS-0000648144	NHTSA-ADS-0000648146	No designation	Email (Jan. 23, 2020) From: E. Nilsson To: S. McMeen CC: L. Millen, K. Hong Subject: RE: Follow up regarding FOIA Request
881	2020-01-23	OMC-GOOG-00053831	OMC-GOOG-00053840	Confidential	Email (Jan. 23, 2020) From: B. Claydon To: L. Lambert, G. Thomson Subject: RE: RFI Process Attach: DSP RFI 2019

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882	2020-01-23	OMC-GOOG-00053831	OMC-GOOG-00053893	Confidential	Email (Jan. 23, 2020) From: B. Claydon To: L. Lambert, G. Thomson Subject: RE: RFI Process Attach: DSP RFI 2019
883	2020-01-28	OMC-GOOG-00101115	OMC-GOOG-00101116	Confidential	Email (Jan. 28, 2020) From: L. Lambert To: P. Shedherd Subject: Re: Hey
884	2020-02-00	GOOG-AT-MDL-009766884	GOOG-AT-MDL-009766921	Highly Confidential	Google Slide Deck (Feb. 2020) - Compete in 2020: [DRAFT] GTM Execs Presentation
885	2020-02-00	GOOG-DOJ-09184769	GOOG-DOJ-09184799	Highly Confidential	Smart Campaign Comm Doc
886	2020-02-03	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2019
887	2020-02-05	KVL00000934	KVL00000934	Highly Confidential	Email (Feb. 5, 2020) From: J. Avery To: T. Courtney CC: J. Nissen Subject: WSJ Article
888	2020-02-07	AMZNDOJ0066387	AMZNDOJ0066403	Confidential	Email (Feb. 7, 2020) From: S. Donahoe To: J. Dorre, S. Bonahoe, G. Prabhu, M. Mannino CC: M. Battles, M. Blums, S. Gladney, et al. Subject: MLO Q4 QBR Action Items Attach: MLO_XSO QBR Body Q4 2019
889	2020-02-18	DOJ-ADS-B-0000034614	DOJ-ADS-B-0000034615	Highly Confidential	Email (Feb. 18, 2020) From: B. Tappan To: R. Karr CC: C. Bond Subject: RE: Next Week
890	2020-02-19	GOOG-DOJ-11891693	GOOG-DOJ-11891702	Highly Confidential	Google Slide Deck (Feb. 19, 2020) - Marketing in a Privacy-First World
891	2020-02-20	N/A	N/A	Publicly available	Google Security Blog Post (Feb. 20, 2020): P. Bjorke, Disruptive ads enforcement and our new approach
892	2020-02-20	GOOG-DOJ-11795442	GOOG-DOJ-11795442	Highly Confidential	Google Spreadsheet - DFA Media Under Management 2018
893	2020-02-21	GOOG-DOJ-11733358	GOOG-DOJ-11733410	Highly Confidential	Google Slide Deck - GDA Metrics Reviews
894	2020-02-21	GOOG-DOJ-AT-01883404	GOOG-DOJ-AT-01883425	Highly Confidential	Publish Sellers.json v1 - PRD

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895	2020-02-21	DOJ-ADS-B-0000034623	DOJ-ADS-B-0000034646	Highly Confidential	Email (Feb. 21, 2020) From: R. Karr To: B. Tappan CC: C. Bond Subject: Xandr DOJ Presentation Attach: 2020.02.21 Xandr DOJ Presentation FINAL
896	2020-02-21	DOJ-ADS-B-0000001615	DOJ-ADS-B-0000001619	Highly Confidential	Email (Feb. 21, 2020) From: T. Bush To: C. Morell CC: B. Rabbitt, L. Willard, K. Kupex, C. Patterson Subject: Re: Re: Meeting Request Attach: Meeting Request Form - AG Barr (News Corp)
897	2020-02-22	GOOG-DOJ-11733552	GOOG-DOJ-11733585	Highly Confidential	Google Slide Deck - DV360 optimizations ENG deep dive
898	2020-02-25	GOOG-AT-MDL-004548614	GOOG-AT-MDL-004548664	Confidential	Email (Feb. 25, 2020) From: S. Sowney To: M. Miller Subject: Re: Quick question: most recent customer survey data? Attach: Google Slide Deck - Advertiser Perceptions (Wave 7 2019) DSP Report
899	2020-02-26	COM-00059612	COM-00059669	Confidential	Slide Deck - About Google Marketing Platform
900	2020-02-26	GOOG-AT-MDL-008930642	GOOG-AT-MDL-008930648	Confidential	Accounting Memo: Principal vs. Agent - Advertising through 3rd Party Exchanges Related Accounting Policy: 2.02.2 Ads Gross vs Net Revenue Policy - ASC 606
901	2020-02-27	GOOG-AT-MDL-018676112	GOOG-AT-MDL-018676147	Highly Confidential	Google Slide Deck - GCS Compete: Project Mazagran (DTC Study)
902	2020-03-00	GOOG-DOJ-AT-00312340	GOOG-DOJ-AT-00312344	Highly Confidential	Segmentation of Google's Ads Clients
903	2020-03-03	CENSUS-ADS-0000204155	CENSUS-ADS-00002041556	Confidential	Email (Mar. 3, 2020) From: J. Benson To: K. Bower CC: A. Hughes, E. Damour Subject: FW: Census Unique Reach Reporting
904	2020-03-04	CENSUS-ADS-0000762511	CENSUS-ADS-0000762525	Highly Confidential	Y&R Invoice (March 4, 2020) Client CN2 Bureau of Census
905	2020-03-05	GOOG-DOJ-AT-02643272	GOOG-DOJ-AT-02643288	Highly Confidential	Google Slide Deck - AViD Finance Check-In
906	2020-03-10	GOOG-AT-MDL-004528065	GOOG-AT-MDL-004528066	Confidential	Illinois 2020 Census Digital Media Strategy Document
907	2020-03-10	N/A - Vox Media Press Release	N/A	Publicly available	Vox Media Press Release (Mar. 10, 2020): Vox Media partners with Google News Initiative to launch Concert Local
908	2020-03-12	COM-00122098	COM-00122110	Highly Confidential	Email (Mar. 12, 2020) From: M. Theophilis To: N. Solomon, N. Schuster, J. Navea Subject: FW: Roku Header Bidding Attach: Overview of Amazon & Roku Header Bidding

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909	2020-03-18	N/A	N/A	Publicly available	Index Exchange Blog Post (Mar. 18, 2020): Reflecting on the Economics of Programmatic
910	2020-03-20	HULU-008733	HULU-008762	Highly Confidential	FY20 LRP Slide Deck
911	2020-03-24	DOJ-ADS-B-0000001162	DOJ-ADS-B-0000001162	Highly Confidential	Email (March 24, 2020) From: L. Wilard To: M. d'Halluin CC: R. Shores Subject: RE: CONFIDENTIAL - News Corp
912	2020-03-25	GOOG-AT-MDL-019029915	GOOG-AT-MDL-019029918	Highly Confidential	Criteo: Solution Overview
913	2020-03-25	GOOG-DOJ-AT-01570215	GOOG-DOJ-AT-01570220	Highly Confidential	Google Slide Deck - The Trade Desk Competitive Analysis: GCAS lens
914	2020-03-27	CMS-ADS-0000490646	CMS-ADS-0000490647	Highly Confidential	Email (March 27, 2020) From: B. Johanson To: L. Salemo, C. Koepke CC: M. Newman Subject: RE: Fraud radio/video VO
915	2020-03-27	DOJ-ADS-B-0000001661	DOJ-ADS-B-0000001663	Highly Confidential	Subject: Accepted: NC-DOJ call @ Fri Mar 27, 2020 Start: 3/27/2020 End: 3/27/2020 11:15 Organizer: mdhalluin Required Attendees: L. Willard
916	2020-04-00	GOOG-DOJ-AT-02177232	GOOG-DOJ-AT-02177296	Highly Confidential	Google Slide Deck (Apr. 2020) - Yield Management & U1PA Best Practices in Google Ad Manager
917	2020-04-03	USAF-ADS-0000412559	USAF-ADS-0000412563	Highly Confidential	Contractor Performance Assessment Report Company Name: GSD&M Odea City LLC
918	2020-04-03	CENSUS-ADS-0000709885	CENSUS-ADS-0000709897	Highly Confidential	Campaign Optimization Daily Report (Apr 3, 2020)
919	2020-04-07	USPS-ADS-0000160645	USPS-ADS-0000160738	Highly Confidential	Email (Apr. 7, 2020) From: A. Chatani To: B. Pasco, S. Starr, T. Polling, C. Karpenko, T. Braun, et al. Subject: FY'20 Holiday Wrap Up Report Start: 4/7/2020 End: 7/7/2020 Attach: FY20 USPS Quantitive Holiday Wrap Up
920	2020-04-14	DOJ-ADS-B-0000000602	DOJ-ADS-B-0000000611	Highly Confidential	Email (Apr. 14, 2020) From: J. Thorne To: R. Shores, L. Willard Subject: FW: Texas AG Civil Investigative Demand Issued to Daily Mail and General Trust Attach: JThorne Letter to TX AG

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921	2020-04-14	DOJ-ADS-B-0000037503	DOJ-ADS-B-0000037504	Highly Confidential	Email (Aug. 14, 2020) From: B. Tappan To: D. Teslicko Cc: A. Cohen, R. Mosier, A. Chaunhan Subject: RE: Xandr interview
922	2020-04-20	USPS-ADS-0000492772	USPS-ADS-0000492780	Highly Confidential	Email (Apr. 20, 2020) From: L. Ernst To: B. Pasco, S. Starr CC: L. Ernst, M. Knopf, L. Catucci, A. Terza, K. Lockhart Subject: Hot Sheets as of 4/20/2020 Attach: FY'19 USPS Flowchart as of 4.17; FY'20 USPS Flowchart as of 4.17
923	2020-04-21	GOOG-DOJ-13625417	GOOG-DOJ-13625434	Highly Confidential	Google Slide Deck - Project Bernanke
924	2020-04-27	GOOG-AT-MDL-010514415	GOOG-AT-MDL-010514422	Confidential	[Comms Doc] - Transparency Auth Buyer & Sellside Comms
925	2020-04-30	N/A	N/A	Publicly available	Google Ads Safety Blog Post (Apr. 30, 2020): S. Spencer, Stopping bad ads to protect users
926	2020-04-30	USPS-ADS-0000661829	USPS-ADS-0000661869	Highly Confidential	Email (Apr. 30, 2020) From: A. Terza To: F. Corcoran, B. Pasco, S. Starr, T. Poling, A. Bryson, C. Beltran, et al. Subject: Avoid Surcharge Media Recommendation Attach: FY'20 Avoid Surcharge Media Recommendation
927	2020-04-30	DOJ-ADS-B-0000017661	DOJ-ADS-B-0000017662	Highly Confidential	Email (Apr. 30, 2020) From: T. DeMatteo To: A. Ray Cc: T. Chapman Subject: RE: Microsoft CID Scheduling Microsoft Advertising Interview
928	2020-05-00	OKELLEY000281	OKELLEY000339	Publicly available	Roadmap for a Digital Advertising Monopolization Case Against Google
929	2020-05-01	CENSUS-ADS-0000094975	CENSUS-ADS-0000095010	Confidential	Slide Deck (May 1, 2020) - 2020 Census Integrated Communications Campaign Update: Congressional Staff Briefing
930	2020-05-04	OKELLEY000346	OKELLEY000349	No designation	Email (May 4, 2020) From: F. Scott Morton To: B. O'Kelley Subject: RE: highly confidential
931	2020-05-06	GOOG-DOJ-AT-00578624	GOOG-DOJ-AT-00578625	Highly Confidential	Comms: Poirot impact on OA CTV pubs
932	2020-05-11	GOOG-AT-MDL-002293467	GOOG-AT-MDL-002293472	Confidential	DBM HDMI Consolidated
933	2020-05-12	DOJ-ADS-B-0000026713	DOJ-ADS-B-0000026714	Highly Confidential	Email (May 12, 2020) From: V. Yang To: D. Guarnera Subject: RE: DOJ digital markets investigation

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934	2020-05-20	DOJ-ADS-B0000005488	DOJ-ADS-B0000005491	Highly Confidential	Email (May 20, 2020) From: J. Thorne To: D. Teslicko Subject: RE: Call Request with the Antitrust Division
935	2020-05-24	GOOG-DOJ-15159990	GOOG-DOJ-15160027	Highly Confidential	Google Slide Deck - Deep Dive First Price Rollout
936	2020-05-26	NEWSCORP-TXCID-00006841	NEWSCORP-TXCID-00006859	Highly Confidential	Slide Deck - Targeted Advertising using Data
937	2020-05-26	GOOG-AT-MDL-004134397	GOOG-AT-MDL-004134414	Highly Confidential	Amazon Ads Fact Packet
938	2020-06-00	GOOG-DOJ-AT-00799265	GOOG-DOJ-AT-00799265	Highly Confidential	Google Case Study - Digitas & Victoria's Secret increase ROAS by shifting static Display remarketing from The Trade Desk to GDA
939	2020-06-00	MSFT-LIT-0000002154	MSFT-LIT-0000002155	Highly Confidential	Xandr POV: End-to-end Tech Stack Document
940	2020-06-00	OMC-GOOG-00113705	OMC-GOOG-00113730	Confidential	Slide Deck - Evolving the Role of Programmatic
941	2020-06-08	CENSUS-ADS-0000316495	CENSUS-ADS-0000316533	Highly Confidential	Y&R Invoice (June 8, 2020)
942	2020-06-08	GOOG-AT-MDL-018792252	GOOG-AT-MDL-018792261	Highly Confidential	Securing the SupplyChain Object
943	2020-06-09	CENSUS-ADS-0000168193	CENSUS-ADS-0000168195	Highly Confidential	Email (June 9, 2020) From: J. Benson To: K. Johnson, K. Bower CC: jotmany@reingold.com, H. Manning, J. Lee Subject: Census Paid Search Click to Call Ad Extension Mocks Attach: Search_ClickToCall_Mocks PPT
944	2020-06-09	CENSUS-ADS-0000168193	CENSUS-ADS-0000168195	Highly Confidential	(Oliphant Ex. 16) Email (June 9, 2020) From: J. Benson To: K. Johnson, K. Bower CC: jotmany@reingold.com, H. Manning, J. Lee Subject: Census Paid Search Click to Call Ad Extension Mocks Attach: Search_ClickToCall_Mocks PPT
945	2020-06-09	NAVY-ADS-000012756	NAVY-ADS-000012800	Highly Confidential	NRC Advertising Plan Summaries
946	2020-06-12	RUBICON-00000102	RUBICON-00000155	Highly Confidential	Competition & Markets Authority - Online platforms and digital advertising market study: Notice under section 174 of the Enterprise Act 2002
947	2020-06-12	VZGGL-CID-00000305	VZGGL-CID-00000365	Highly Confidential	Verizon Slide Deck - VZ DSP
948	2020-06-15	USPS-ADS-0000227880	USPS-ADS-0000227968	Highly Confidential	Email (June 15, 2020) From: M. Knopf To: C. Karpenko, B. Pasco, V. Merlino, L. Ernst, F. Jackson Subject: DG2 FY18 Audit Discussion Attach: USPS.UM. MediaFinal
949	2020-06-17	N/A	N/A	Publicly available	Amazon Ads Blog Post (June 17, 2020): Zach Schapira, Managing the supply chain with Amazon DSP
950	2020-06-22	NEWSCORP-DOJCID-00020462	NEWSCORP-DOJCID-00020463	Confidential	Summary of Item and Relevance to the Business: To Prioritize Programmatic Deals in the News Corp Ad Stack
951	2020-06-23	GOOG-DOJ-AT-00554704	GOOG-DOJ-AT-00554884	Highly Confidential	Google Slide Deck - Ad Spam Strategy Summit (June 23-24, 2020)

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
952	2020-06-23	N/A	N/A	Publicly available	Google Blog Post (June 23, 2020): S. Hsiao, How our display buying platforms share revenue with publishers
953	2020-06-23	NHTSA-ADS-0000484070	NHTSA-ADS-0000484071	Highly Confidential	Email (June 23, 2020) From: E. Nilsson To: S. McMeen Subject: RE: NEED APPROVAL: Child Car Safety Campaign Programmatic Outdoor and Digital Opportunities
954	2020-06-23	FBDOJ012495502	FBDOJ012495504	Confidential	NADA Brief for HP Inc
955	2020-06-23	USPS-ADS-0000447582	USPS-ADS-0000447583	Highly Confidential	Email (June 23, 2020) From: B. Pasco To: K. Lockhart CC: A. Chantani, B. Goldberg, T. Akers Subject: USPS - Spring Digital Video HA - Matterkind Unit Weight Shift Attach: Image
956	2020-06-25	GOOG-DOJ-AT-02321586	GOOG-DOJ-AT-02321603	Highly Confidential	Google Display Ads (GDA) on Snap
957	2020-06-25	CENSUS-ADS-0000668928	CENSUS-ADS-0000668941	Highly Confidential	Email (June 25, 2020) From: A. White To: K. Reid CC: C. Parker, J. Cole, A. Hughes, J. Poumade Subject: Re: For Signature 2020 ICC OR 8 Mod 13 Attach: YA1323-16CQ-0003_OR 8_Mod_Fully Executed
958	2020-06-26	DOJ-ADS-B-0000047401	DOJ-ADS-B-0000047406	Highly Confidential	Email (June 26, 2020) From: J. Hogan To: L. Fisher CC: C. Bond Subject: RE: Interview Request
959	2020-06-30	N/A	N/A	Publicly available	Magnite Press Release (June 30, 2020): Meet Magnite, the Largest Independent Omnichannel Sell-Side Platform in the World
960	2020-07-00	GOOG-DOJ-AT-00839510	GOOG-DOJ-AT-00839518	Highly Confidential	Google Slide Deck (July 2020) - DV360 - DSP Reports
961	2020-07-00	GOOG-DOJ-AT-01451479	GOOG-DOJ-AT-01451494	Highly Confidential	Google Slide Deck (July 2020) - Criteo Competitive Training
962	2020-07-00	MSFT-LIT-0000000137	MSFT-LIT-0000000137	Highly Confidential	Slide Deck - Future of Advertising
963	2020-07-06	MSFT-LIT-0000001326	MSFT-LIT-0000001326	Highly Confidential	Drafted Strategy Materials: Monetize
964	2020-07-08	N/A	N/A	Publicly available	TikTok Press Release (July 8, 2020): TikTok For Business Launches New Solutions to Help Small Businesses Connect and Grow with the TikTok Community
965	2020-07-10	DOJ-ADS-B-0000042716	DOJ-ADS-B-0000042719	Highly Confidential	Email (July 10, 2020) From: N. Cheolas To: A. Gottesfeld CC: Ch. Bond, N. Neser Subject: RE: DOJ Request for follow up call with OpenX

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966	2020-07-14	DOJ-ADS-0000029019	DOJ-ADS-0000029019	Highly Confidential	Email (July 14, 2020) From: A. Najafi To: R. Long CC: M. Tierman Subject: RE: Department of Justice, Antitrust Division
967	2020-07-15	N/A	N/A	Publicly available	Google Ads Help (July 15, 2020): A new look for responsive display ads
968	2020-07-16	MAGNITE-00004978	MAGNITE-00005028	Highly Confidential	Slide Deck (July 16, 2020) - July All Hands
969	2020-07-16	REDDIT_000180	REDDIT_000187	Highly Confidential	Programmatic Display Ramp Down
970	2020-07-20	DOJ-ADS-B-0000010943	DOJ-ADS-B-0000010950	Highly Confidential	Email (July 20, 2020) From: J. Virginie To: J. Romain CC: G. Feldon, A. Thil, C. Marly, K. Seo Subject: Re: CIDs and Request for a Follow-Up Interview
971	2020-07-21	GOOG-AT-MDL-003537710	GOOG-AT-MDL-003537712	Highly Confidential	Email (July 21, 2020) From: L. de Valon To: D. Quintero CC: A. Fer, A. Levin, E. Petersen Farngalo, J. Spero, M. Foroobar BCC: D. Taylor Subject: Re: Prep for Adidas - mment questions
972	2020-07-22	CENSUS-ADS-0000151677	CENSUS-ADS-0000151679	Confidential	Email (July 22, 2020) From: WPP - GroupM To: M. Holt, K. Johnson, A. Ferrer CC: J. Lee, J. Eng Subject: Completed: Diverse Mass Media Autho Pre-NRFU.NRFU Media Attach: Diverse Mass Media Autho Pre-NRFU
973	2020-07-27	GOOG-DOJ-AT-00839661	GOOG-DOJ-AT-00839764	Highly Confidential	Email (July 27, 2020) From: A. Petrushka To: S. Yap CC: M. Danton, S. Saiget, D. McCombs Subject: 7.27.20 APMG Agenda Attach: Google Slide Deck (Q1 2020) - DSP Report, Wave 8, Part of Programmatic Intelligence Report Portfolio
974	2020-07-28	HULU-000025	HULU-000025	Confidential	Specifications Document re Hulu Digital Advertising
975	2020-07-31	VET-AF-ADS-0000376131	VET-AF-ADS-0000376155	Highly Confidential	Vet Invoice (July 31, 2020) The District Communication Group LLC
976	2020-07-31	GOOG-DOJ-AT-00048018	GOOG-DOJ-AT-00048022	Highly Confidential	Email (July 31, 2020) From: J. Dischler To: Ads All Subject: Our resilience through Q2

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977	2020-08-00	GOOG-DOJ-AT-01633805	GOOG-DOJ-AT-01633830	Highly Confidential	Google Doc - Ad Spam Strategy (2020 edition) Authors: bjorke@, subir@ Contributors: Ad Spam PM/Eng/T&S teams Last updated: Aug 2020
978	2020-08-00	GOOG-DOJ-AT-00581461	GOOG-DOJ-AT-00581472	Highly Confidential	Google Slide Deck (Aug. 2020) - 2021 GDA Strategy
979	2020-08-03	GOOG-DOJ-AT-02307442	GOOG-DOJ-AT-02307446	Highly Confidential	AWBid 2021 Strategy Paper
980	2020-08-04	STR_00000370	STR_00000392	Highly Confidential	NHTSA 2020 Impaired Driving Labor Day - Media Buy Summary (Updated August 4, 2020)
981	2020-08-11	DOJ-ADS-B-0000001083	DOJ-ADS-B-0000001083	Highly Confidential	Email (Aug. 11, 2020) From: J. Thorne To: R. Shores Subject: Re: [EXTERNAL] Re: Google and mobile format
982	2020-08-12	DOJ-ADS-0000029025	DOJ-ADS-0000029027	Highly Confidential	Email (Aug. 12, 2020) From: A. Najafi To: R. Long CC: M. Tierman Subject: RE: Department of Justice, Antitrust Division
983	2020-08-13	GOOG-DOJ-AT-02641400	GOOG-DOJ-AT-02641400	Highly confidential	Google Spreadsheet - Annual DVAA P&L (2017 V8 Forecast)
984	2020-08-13	GOOG-DOJ-AT-00581338	GOOG-DOJ-AT-00581340	Highly Confidential	Email (Aug. 13, 2020) From: ariane-noreply To: N. Jayaram Subject: OVERDUE LAUNCH - Please update: [Launch 4032092] Optimizing number of creatives scored through project Phi
985	2020-08-14	GOOG-DOJ-AT-00621267	GOOG-DOJ-AT-00621269	Highly Confidential	Why Google Ad Manager does not participate in header bidding
986	2020-08-19	DOJ-ADS-B-0000004696	DOJ-ADS-B-0000004697	Highly Confidential	Email (Aug. 19, 2020) From: D. Teslicko To: B. O'Kelley CC: C. Caraco, C. Bond Subject: RE: Department of Justice Interview Request
987	2020-08-19	DOJ-ADS-B-0000047435	DOJ-ADS-B-0000047435	Highly Confidential	Meeting Invite (Aug. 19, 2020) Subject: Follow-up Interview with the DOJ Organizer: J. Hogan (ATR) Required Attendees: L. Fisher; R. Pauley; C. Bond
988	2020-08-24	N/A	N/A	Publicly available	Adform Press Release (Aug. 24, 2020): Adform's Proven First-Party ID Solution Is Ready To Solve the Cookie Problem
989	2020-08-26	DOJ-ADS-B-0000018933	DOJ-ADS-B-0000018934	Highly Confidential	Email (Aug. 26, 2020) From: T. Chapman To: A. Ray CC: H. Tynes Subject: RE: Microsoft CID No. 30236 Brian Utter Interview

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990	2020-08-27	TTD_0001901	TTD_0001908	Confidential	Email (Jan. 17, 2023) From: J. Benson To: K. Johnson CC: J. Lee, kmccaffrey@reingold.com Re: Media Authorization
991	2020-08-28	GOOG-AT-MDL-B-004565716	GOOG-AT-MDL-B-004565762	Highly Confidential	Comms Doc - Smart Shopping campaigns (Full Launch)
992	2020-09-00	GOOG-AT-MDL-B-002263506	GOOG-AT-MDL-B-002263514	Highly Confidential	Display Maximize Conversions Launch Doc
993	2020-09-00	N/A	N/A	Publicly available	iab. Report - FAQ for sellers.json and SupplyChain Object
994	2020-09-02	USPS-ADS-0000632284	USPS-ADS-0000632285	Highly Confidential	Email (Sep. 2, 2020) From: A. Meehan To: B. Pasco, S. Starr, C. Winters, D. Blockinger, L. Banks CC: A. Della, S. Mojica, E. Greene Subject: [EXTERNA;] RE: Political Mail October Budget Recommendation
995	2020-09-02	VET-AF-ADS-0000150583	VET-AF-ADS-0000150584	Highly Confidential	Email (Sep. 2, 2020) From: J. Leamon To: J. Jackson Subject: Fw: do we have updated REACH numbers?
996	2020-09-10	GOOG-AT-MDL-008677305	GOOG-AT-MDL-008677380	Highly Confidential	Google Slide Deck - Performance Max campaigns
997	2020-09-11	NYT_TXAG_00000108	NYT_TXAG_00000115	Highly Confidential	Slide Deck - Index Exchange Bidder Test Results
998	2020-09-11	BUZZ-LIT-001211	BUZZ-LIT-001222	Highly Confidential	The AdTech Monthly Update From: B. Harris To: Dev Team CC: ad-stakeholders
999	2020-09-14	DOJ-ADS-B-0000022031	DOJ-ADS-B-0000022031	Highly Confidential	Email (Sep. 14, 2020) From: D. Teslicko To: J. Kanter CC: N. Neser Subject: Re: News Corp
1000	2020-09-16	GOOG-DOJ-AT-00095969	GOOG-DOJ-AT-00095971	Highly Confidential	Nirmal Feedback Document
1001	2020-09-20	GOOG-AT-MDL-003813761	GOOG-AT-MDL-003813787	Confidential	Ad Traffic Quality Aqs (Last Updated Sep. 20, 2020)
1002	2020-09-21	GOOG-AT-MDL-009756631	GOOG-AT-MDL-009756634	Confidential	Notes for Census Case Study
1003	2020-09-23	DOJ-ADS-B-0000006234	DOJ-ADS-B-0000006335	Highly Confidential	Email (Sep. 23, 2020) From: J. Thorne To: D. Teslicko Attach: 2020 01 31 antitrust concerns re Google ad-tech pdf
1004	2020-09-24	USPS-ADS-0000196973	USPS-ADS-0000196974	Highly Confidential	Email (Sep. 24, 2020) From: L. Catucci To: B. Pasco, C. Karpenko CC: M.1 Knopf, K. Lockhart Subject: [EXTERNAL] RE: VBM Display and Digital Video Plan Update

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1005	2020-09-29	N/A	N/A	Publicly available	Vox Media Press Release (Sep. 29, 2020): Vox Media introduces Concert Ad Manager, a self serve tool for marketers
1006	2020-09-30	GOOG-AT-MDL-007366768	GOOG-AT-MDL-007366813	Highly Confidential	EMEA Sellside Business Review (Sep. 30, 2020)
1007	2020-10-00	GOOG-AT-MDL-004255900	GOOG-AT-MDL-004255904	Highly Confidential	Google PR Comms Doc: IAB SupplyChain/Sellers.JSON
1008	2020-10-00	GOOG-DOJ-AT-02307363	GOOG-DOJ-AT-02307412	Highly Confidential	Google Slide Deck - Off-Platform RTB Strategy for Apps (Oct. 2020)
1009	2020-10-01	GOOG-AT-MDL-019913884	GOOG-AT-MDL-019913884	Confidential	Single Slide: Census Auto Bidding Case Study
1010	2020-10-01	DOJ-ADS-B-0000022061	DOJ-ADS-B-0000022061	Highly Confidential	Email (Oct. 1, 2020) From: D. Teslicko To: J. Kanter, J. Thorne Subject: Presentation
1011	2020-10-05	DOJ-ADS-B-0000022073	DOJ-ADS-B-0000022073	Highly Confidential	Email (Oct. 5, 2020) From: J. Kanter To: D. Teslicko Cc: J. Thorne Subject: Following Up
1012	2020-10-07	DOJ-ADS-B-0000047444	DOJ-ADS-B-0000047444	Highly Confidential	Meeting Invite (Oct. 7, 2020) Subject: Interview with the DOJ Organizer: J. Hogan (ATR) Required Attendees: L. Fisher; R. Pauley; C. Bond
1013	2020-10-09	DOJ-ADS-B-0000025100	DOJ-ADS-B-0000025101	Highly Confidential	Letter (Oct. 9, 2020) Kanter Law Group To: John Hogan From: Brandon Kressin
1014	2020-10-13	GOOG-DOJ-AT-00585912	GOOG-DOJ-AT-00585944	Highly Confidential	Google Slide Deck (Oct. 13, 2020) - Brasilia: A Unified System for Large-Scale Optimal Ad Selection
1015	2020-10-18	ADOBE – CID 30473 – 0000002523	ADOBE – CID 30473 – 0000002523	Confidential	Spreadsheet - year/month/impressions/spend
1016	2020-10-21	GOOG-DOJ-AT-01152493	GOOG-DOJ-AT-01152556	Highly Confidential	Google Slide Deck - Supply Path Optimization (SPO): A guide to navigating supply in today's complex ecosystem
1017	2020-10-30	N/A	N/A	Publicly available	6 Questions with Todd Parsons, Criteo
1018	2020-10-30	CENSUS-ADS-0000080950	CENSUS-ADS-0000081016	Confidential	Team Y&R Order 15: 2020 Census Paid Media Campaign Final Buy List
1019	2020-11-00	CMS-ADS-0001153897	CMS-ADS-0001153923	Highly Confidential	CMS OE November 2020 Invoice Inventory
1020	2020-11-00	GOOG-DOJ-AT-00855803	GOOG-DOJ-AT-00855813	Highly Confidential	Google Slide Deck (Nov. 2020) - Display Business Overview
1021	2020-11-04	CENSUS-ADS-0000073778	CENSUS-ADS-0000073786	Highly Confidential	Amendment of Solicitation/Modification of Contract (Nov. 21, 2018) Issued by: Bureau of Census, Acquisition Division Contractor: Young & Rubicam LLC

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1022	2020-11-09	TTD_DOJ-GOOG23-0002302	TTD_DOJ-GOOG23-0002312	Highly Confidential - AEO	Email (Nov. 9, 2020) From: C. Tomeny To: J. Dederick, A. Browne, D. Ackerman, J. Kiernan, et al. CC: T. Sims, S. Mogridge, M. Hart, A. Golan, et al. Subject: [Deck and Recording] Sales Leadership Training - JBP Guidelines Attach: JBP Training
1023	2020-11-16	GOOG-DOJ-AT-01468964	GOOG-DOJ-AT-01469021	Highly Confidential	Google Slide Deck - IG Performance Follow-Up: Global Compete in partnership with P2 and YTV
1024	2020-11-18	N/A	N/A	Publicly available	U.S. Securities and Exchange Commission, "Financial Reporting Manual Topic 1 – Registrant's Financial Statements" (November 18, 2020)
1025	2020-11-19	GOOG-AT-MDL-008667577	GOOG-AT-MDL-008667585	Confidential	Google Slide Deck - Google Display Ads Remarketing
1026	2020-11-19	NHTSA-ADS-0000500223	NHTSA-ADS-0000500233	Highly Confidential	Email (Nov. 19, 2020) From: K. Hong To: S. McMeen Subject: ODI and Air Bag Recalls Campaign Performance Reports (Sep. 2019 - Nov. 2020) Attach: Final Air Bag Recalls Fulls Campaign Performance Report (Sep. 2019- Nov. 2020); Final ODI Recalls Full Campaign Performance Report (Sep. 2019 - Nov. 2020)
1027	2020-11-20	GOOG-DOJ-AT-01043056	GOOG-DOJ-AT-01043058	Highly Confidential	Background on bid Comms Doc
1028	2020-11-24	CMS-ADS-0000059892	CMS-ADS-0000059893	Highly Confidential	Email (Nov. 24, 2020) From: B. Spiegel, E. Blazar, S. Monga, B. Spiegel, T. Morris, S. Edlavitch, L. Salerno, B. Johanson, C. Koepke, T. Ryan, K. Lyons, H. Baier Subject: RE: CMS Paid Media Report (New) Attach: Cross Channel - HealthCareGov Report - 2020 11 24; Paid Media - HealthCareGov Weekly Report 11.24.20
1029	2020-11-25	GOOG-AT-MDL-008867586	GOOG-AT-MDL-008867630	Confidential	Google Slide Deck - An Overview of Display: Complete Product Offerings
1030	2020-12-00	GOOG-AT-MDL-009406248	GOOG-AT-MDL-009406261	Highly Confidential	Google Slide Deck - 2020 Census: Media Strategy & Impact Summary December 2020
1031	2020-12-00	REDDIT_000931	REDDIT_000931	Highly Confidential	Reddit Spreadsheet- Rev figures
1032	2020-12-01	CENSUS-ADS-0000366100	CENSUS-ADS-0000366354	Highly Confidential	Integrated Communications Contract Order 18: Campaign Monitoring and Optimization Final Report
1033	2020-12-02	CENSUS-ADS-0000347549	CENSUS-ADS-0000347692	Highly Confidential	Y&R Invoice (Dec. 2, 2020)
1034	2020-12-04	GOOG-AT-MDL-008667631	GOOG-AT-MDL-008667648	Confidential	Google Slide Deck (2020) - Growing your Business with Audiences: Google Ads Audience Solutions, 2020 Narrative
1035	2020-12-04	N/A	N/A	Publicly available	Google Blog Post (Dec. 4, 2020): D. Kantak, How Google Search ads work

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1036	2020-12-11	GOOG-DOJ-AT-02639476	GOOG-DOJ-AT-02639513	Highly Confidential	Google Slide Deck (Spring 2020) - Future of Display: Defining the Future of Display in context of privacy, antitrust and competition
1037	2020-12-22	NHTSA-ADS-0000373277	NHTSA-ADS-0000373280	Highly Confidential	Email (Dec. 22, 2020) From: M. Joyce To: S. McMeen CC: K. Hone, M. Joyce Subject: 2021 ODI and NCAP Media Plans Fro Review Attach: NHTSA Geotargeted Air Bag Recalls Media Plan; NHTSA NCAP Paid Search Media Plan
1038	2021-00-00	GOOG-AT-MDL-000011823	GOOG-AT-MDL-000011890	Highly Confidential	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 7 2021
1039	2021-00-00	GOOG-AT-MDL-002182530	GOOG-AT-MDL-002182532	Confidential	2021 Ads P&L Outlook - V8
1040	2021-00-00	GOOG-AT-MDL-006037366	GOOG-AT-MDL-006037373	Highly Confidential	Canada Executive Briefing - 2021 Programmatic Business Risk Analysis
1041	2021-00-00	GOOG-AT-MDL-008928778	GOOG-AT-MDL-008928778	Highly Confidential	Google Ads P&L 2021
1042	2021-00-00	GOOG-AT-MDL-019147892	GOOG-AT-MDL-019147974	Highly Confidential	Google Slide deck - SMBP / IPG 2021 Business Plan
1043	2021-00-00	GOOG-DOJ-AT-00683992	GOOG-DOJ-AT-00684012	Highly Confidential	Google Slide deck - 2021 Global Display Plan
1044	2021-00-00	GOOG-DOJ-AT-02524665	GOOG-DOJ-AT-02524749	Highly Confidential	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side
1045	2021-00-00	GROUPM 00000226	GROUPM 00000286	Highly Confidential	U.S. Media Landscape Q2 2021 Presentation
1046	2021-00-00	NHTSA-ADS-0000301226	NHTSA-ADS-0000301229	Confidential	NHTSA (2021) Winter Holiday Impaired Driving 2021 High-Visibility Enforcement Campaign Media Buy Summary Addendum
1047	2021-00-00	N/A	N/A	Publicly available	Magnite Website: You work hard to build your audience. Together, we'll make every impression count.
1048	2021-01-00	GOOG-AT-MDL-004347222	GOOG-AT-MDL-004347222	Highly Confidential	Doc re: Impact of 2020 VA PREVENTS Campaign and DVIP for 2021 Campaign
1049	2021-01-00	GOOG-DOJ-AT-00037032	GOOG-DOJ-AT-00037065	Highly Confidential	Web 2021 Product and Business Strategy
1050	2021-01-00	N/A	N/A	Publicly available	eMarketer, US Programmatic Digital Display Advertising Outlook 2021: Spending and Trends (Jan. 2021)
1051	2021-01-07	TTD_DOJ-GOOG23-0003447	TTD_DOJ-GOOG23-0003448	Highly Confidential - AEO	Email (Jan. 7, 2021) From: K. Manzo To: A. Browne CC: D. Privitera Subject: Notes/recap from L'Oreal prep meeting with Huanne
1052	2021-01-08	GOOG-AT-MDL-001413738	GOOG-AT-MDL-001413750	Highly Confidential	Bidding out architecture
1053	2021-01-20	GOOG-AT-MDL-009703214	GOOG-AT-MDL-009703225	Highly Confidential	Google Slide Deck (Jan. 20, 2021) - The Trade Desk - Competitive overview
1054	2021-01-22	GOOG-DOJ-AT-00585809	GOOG-DOJ-AT-00585835	Highly Confidential	Google Slide Deck - Auctions in Display Ads
1055	2021-01-26	N/A	N/A	Publicly available	Publishers Have a Window of Opportunity to Change Google and Facebook
1056	2021-01-27	GOOG-DOJ-AT-01636529	GOOG-DOJ-AT-01636569	Highly Confidential	Google Slide Deck - Buyer Transparency Overview (Jan. 27, 2021)

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1057	2021-01-28	CMS-ADS-0000373744	CMS-ADS-0000373745	Highly Confidential	Email (Jan. 28, 2021) From: S. Edlavitch To: E. Blazar, B. Johanson, B. Spiegel, S. Egan CC: T. Ryan Subject: RE: OE8 Campaign results
1058	2021-01-29	TTD_DOJ-GOOG23-0005337	TTD_DOJ-GOOG23-0005340	Highly Confidential - AEO	Email (Jan. 29, 2021) From: J. O'Hurley To: J. Dederick, M. Harper Subject: Re: Pepsi/Walmart/TTD Partnership
1059	2021-02-00	GOOG-AT-MDL-009590561	GOOG-AT-MDL-009590577	Confidential	Google Slide Deck (Feb. 2021) - Pixel Q4-20
1060	2021-02-00	GOOG-AT-MDL-018881467	GOOG-AT-MDL-018881486	Highly Confidential	Google Slide Deck (Feb. 2021) - GCAD Insights: Competing with Tik Tok Globally
1061	2021-02-00	GOOG-DOJ-AT-00330626	GOOG-DOJ-AT-00330692	Highly Confidential	Google Slide Deck (Feb. 2021) - Google Display Advertisers 101
1062	2021-02-00	GOOG-DOJ-AT-00808556	GOOG-DOJ-AT-00808576	Highly Confidential	Google Doc - AdSpam Strategy 2021+
1063	2021-02-01	GOOG-AT-MDL-019566844	GOOG-AT-MDL-019566850	Highly Confidential	Internal Google Marketing Platform Order Form - Advertising Services
1064	2021-02-02	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2020
1065	2021-02-03	DOJ-ADS-B-0000036563	DOJ-ADS-B-0000036562	Highly Confidential	Meeting Invite (Feb. 3 2021) Subject: Interview with the DOJ Organizer: R. Pauley Required Attendees: J. Hogan
1066	2021-02-04	MAGNITE-00014374	MAGNITE-00014406	Highly Confidential	Slide Deck - Project Rover / Elmo Reverse Due Diligence
1067	2021-02-11	DOJ-ADS-0000030075	DOJ-ADS-0000030077	Highly Confidential	Email (Feb. 11, 2021) From: M. Wolin To: J. Metzger Subject: RE: Inquiry from U.S. Department of Justice
1068	2021-02-22	DOJ-ADS-0000026985	DOJ-ADS-0000026986	Highly Confidential	Email (Feb. 22, 20201) From: J. Hogan To: D. Forrester Cc: K. Seo, B. Kressin Subject: RE: Call with Magnite/Kanter Law Group
1069	2021-02-24	NAVY-ADS-0000174029	NAVY-ADS-0000174060	Highly Confidential	Email (Feb. 24, 2021) From: A. Owens To: A. Owens Subject: January EOM Analytics Report Attach: EOM Analytics Assessment January 2021
1070	2021-02-25	GOOG-AT-MDL-019280087	GOOG-AT-MDL-019280117	Highly Confidential	Master PRD: Uberversal Campaign V1
1071	2021-02-26	N/A	N/A	Publicly available	Criteo 2020 10-K

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1072	2021-03-01	NHTSA-ADS-0000164808	NHTSA-ADS-0000164852	Highly Confidential	Email (Mar. 1, 2021) From: C. Wedel To: S. McMeen, K. Hong, E. Nilsson, L. Millen CC: B. Dzu, M. Hunter, A. Palmer Baum, C. Williams, G. Milan, J. Riti Subject: NHTSA Campaign Scorecards - FY20 Year-End Attach: HTSA Campaign Scorecard_BUZZfeed FY20; NHTSA Campaign Scorecard; NHTSA Campaign Scorecard
1073	2021-03-03	GOOG-AT-MDL-009590544	GOOG-AT-MDL-009590558	Confidential	Google Slide Deck (Mar. 3, 2021) - Nest US Q4 2020 PCA
1074	2021-03-03	CENSUS-ADS-0000687538	CENSUS-ADS-0000687586	Highly Confidential	Email (Mar. 3, 2021) From: J. Cole To: K. Reynolds Subject: Deliverable: OR 8 Final Report
1075	2021-03-04	TTD_DOJ-GOOG23-0006113	TTD_DOJ-GOOG23-0006115	Highly Confidential - AEO	Email (Mar. 4, 2021) From: J. Green To: R. Shenan CC: J. Dederick Subject: Re: IAB ALM Google Interview
1076	2021-03-05	DOJ-ADS-0000002883	DOJ-ADS-0000002885	Highly Confidential	Email (Mar. 5, 2021) From: B. Tappan To: D. Teslicko Subject: RE: CID
1077	2021-03-05	TTD_DOJ-GOOG23-0006153	TTD_DOJ-GOOG23-0006153	Highly Confidential - AEO	Email (Mar. 5, 2021) From: J. Foyler To: J. Dederick, A. Savani CC: T. Sims, K. Manzo, T. Kelly Subject: RE: AdX inventory re: google announcement
1078	2021-03-08	TTD_DOJ-GOOG23-0006277	TTD_DOJ-GOOG23-0006278	Highly Confidential - AEO	Email (Mar. 8, 2021) From: K. Manzo To: A. Browne Subject: FW: AdX inventory re: google announcement
1079	2021-03-09	GOOG-DOJ-AT-01502155	GOOG-DOJ-AT-01502155	Highly Confidential	Open Bidding
1080	2021-03-17	N/A	N/A	Publicly available	2020 Ads Safety Report, Google
1081	2021-03-19	NAVY-ADS-0000012235	NAVY-ADS-0000012407	Highly Confidential	Email (Mar. 19, 2021) From: C. Edmondson To: A. Lacroce Subject: [Non-DoD Source] Request for Proposal (RFP) N00189-20-R-Z2020 VML Y&R Proposal Volumes I and II Attach: Navy Doc - Navy Marketing and Advertising (M&A Program)
1082	2021-03-23	GOOG-AT-MDL-006724594	GOOG-AT-MDL-006724605	Highly Confidential	[Comms Doc] - Sellers.json - go/sellers-json-sscomms
1083	2021-03-29	MSFT-LIT-0000028835	MSFT-LIT-0000028835	Highly Confidential - AEO	Slide Deck - Xandr Ad Server Supplement

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1084	2021-03-30	TTD_DOJ-GOOG23-0006794	TTD_DOJ-GOOG23-0006795	Highly Confidential - AEO	Email (Mar. 30, 2021) From: D. Ackerman To: J. Dederick, A. Browne, M. West Subject: Re: Google
1085	2021-03-30	GOOG-AT-MDL-006026324	GOOG-AT-MDL-006026325	Highly Confidential	Email (Mar. 30, 2021) From: P. Bjorke To: E. Lau CC: A. An, M. Georgiadis, H. Garon, et al. Subject: Re: [drx-pm] [Launched] SupplyChain Object is now supported!
1086	2021-04-15	GOOG-AT-MDL-004285510	GOOG-AT-MDL-004285513	Confidential	Google Ad Manager [Comms Doc] - GPT Delayed Rendering On Hiding Pages (Desktop)
1087	2021-04-15	TTD_DOJ-GOOG23-0007208	TTD_DOJ-GOOG23-0007211	Highly Confidential - AEO	Email (Apr. 15, 2021) From: D. Callahan To: M. Blacker Subject: Re: FOX/TTD Product Meeting
1088	2021-04-19	NAVY-ADS-0000256935	NAVY-ADS-0000257031	Highly Confidential	Order Form (Apr. 19, 2021) Issued by: Navsup FLC Norfolk Philadelphia Office Deliver to: Navy Recruiting Command
1089	2021-04-20	DOJ-ADS-0000005127	DOJ-ADS-0000005128	Highly Confidential	Email (Apr. 20, 2021) From: D. Teslicko To: J. Thorne Subject: RE: [External] Activity in Case 1:21-cv-03446 Associated Newspapers Ltd et al v. Google LLC et al Complaint
1090	2021-04-22	NAVY-ADS-0000219026	NAVY-ADS-0000219173	Highly Confidential	Email (Apr. 22, 2021) From: A. Owens To: D. Curry-Stewart Subject: FW: Award of M&A contract Attach: Advertising Services Contract Attachments 1-13 dtd Jan 2020 rev 5
1091	2021-04-23	MSFT-LIT-0000033249	MSFT-LIT-0000033254	Highly Confidential - AEO	Document re Auction Mechanics
1092	2021-05-06	N/A	N/A	Publicly Available	NewsCorp Quarterly Results Q3 FY 2021
1093	2021-05-10	N/A	N/A	Publicly available	Press Release, The Trade Desk Reports First Quarter Financial Results (May 10, 2021)
1094	2021-05-21	NAVY-ADS-000019114	NAVY-ADS-000019182	Highly Confidential	Email (May 21, 2021) From: P. Garlinghouse To: P. Garlinghouse, Navy Team, A. Owens, S. Milliet, S. Leslie, A. Paige-Powers Subject: June/July Media Plan Recommendation Attach: Navy Tactical Reco June-July Final
1095	2021-05-27	N/A	N/A	Publicly available	2020 Census Integrated Communications Plan Final Report

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1096	2021-06-00	GOOG-AT-MDL-015434630	GOOG-AT-MDL-015434693	Confidential	Google Slide Deck (June 2021) AIR: Advertiser Intelligence Report
1097	2021-06-00	GOOG-AT-MDL-017600864	GOOG-AT-MDL-017600930	Highly Confidential	Google Slide Deck (June, 2021) - Let's Talk About Supply Chain Transparency
1098	2021-06-00	GOOG-DOJ-AT-02225544	GOOG-DOJ-AT-02225546	Highly Confidential	Goal: An attempt from eng to document headwinds of project yavin
1099	2021-06-00	NEWSCORP_GOOG_0000889	NEWSCORP_GOOG_0000909	Highly Confidential	Slide Deck (June 2021) - Cookieless World: Solutions
1100	2021-06-01	N/A	N/A	Publicly available	Avoiding A Bad Google Breakup
1101	2021-06-10	CENSUS-ADS-0000350928	CENSUS-ADS-0000350963	Highly Confidential	Y&R Invoice (June 10, 2021)
1102	2021-06-14	VET-AF-ADS-0000027459	VET-AF-ADS-0000027467	Highly Confidential	Email (June 14, 2021) From: E. Stoltz To: R. Herrera, K. South CC: A. Schweitzer, S. Schwartz, A. Pedersen Subject: Suicide Prevention May 2021 Paid Media Report Attach: Suicide Prevention Paid Media Metrics by Month - May 2021
1103	2021-06-15	TTD_DOJ-GOOG23-0007860	TTD_DOJ-GOOG23-0007863	Highly Confidential - AEO	Email (June 15, 2021) From: M. Melhus To: L. Kannawin CC: Team Choozle, K. Boshart, J. Hansen Subject: Re: Google Exclusion Question
1104	2021-06-16	VET-AF-ADS-0000122732	VET-AF-ADS-0000122747	Highly Confidential	Email (June 16, 2021) From: E. Stoltz To: R. Herrera, K. South CC: A. Schweitzer, S. Schwartz, A. Pedersen Subject: SPM Media Plan Attach: 2021 Suicide Prevention Month Paid Media Plan
1105	2022-00-00	GOOG-AT-MDL-008671842	GOOG-AT-MDL-008671852	Confidential	Sarah Stefaniu 2022 Q1 Feedback
1106	2021-06-18	USPS-ADS-0000713476	USPS-ADS-0000713481	Highly Confidential	Email (June 18, 2021) From: B. Pasco To: S. Holman, C. Karpenko CC: F. Corcoran, T. Polling Subject: USPS Connect - Remaining Channel Recommendation Attach: FY21 - USPS Connect Local Plan Recommendation
1107	2021-06-21	USAF-ADS-0000771834	JSAF-ADS-00007718340043_004	Highly Confidential	Solicitation, Offer, and Award Contract Contract Number: FA00218D0008 Issued By: FA3002 338 ESS CC
1108	2021-06-22	COM-00000236	COM-00000269	Highly Confidential	Slide Deck (June 22, 2021) - Cookieless Future Preparation Comcast Divisional Overview
1109	2021-06-22	N/A	N/A	Publicly available	TikTok blog post (June 22, 2021): Introducing TikTok brand lift study to measure the moments that matter most,
1110	2021-06-25	GOOG-DOJ-AT-02433387	GOOG-DOJ-AT-02433414	Highly Confidential	Google Slide Deck (Jun 25, 2021) - DV3 Brasilia Update: A Unified System for Large-Scale Optimal Ad Selection

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1111	2021-07-00	OpenX-00004679	OpenX-00004743	Highly Confidential	Slide Deck (July 2021) - Strategic Overview
1112	2021-07-01	N/A	N/A	Publicly available	Magnite Press Release (July 1, 2021): Magnite Acquires SpringServe, A Leader in CTV Ad Serving Technology
1113	2021-07-02	ARMY-ADS-0000245860	ARMY-ADS-0000245871	Highly Confidential	Email (July 2, 2021) From: R. Davis To: K. Graves CC: L. Moody, G. Wood, J. Pollock, F. McGurren, C. Blackwell, et al. Subject: RE: [Non-DoD Source] National Media REA Privileged and Confidential Attach: DDB - OMD REA 2 Jul. 21 Exhibit 1; etc.
1114	2021-07-12	CMS-ADS-0000380931	CMS-ADS-0000380932	Confidential	Email (July 12, 2021) From: S. Edlavitch To: E. Blazar CC: T. Ryan, B. Johanson Subject: CMS: SEP-Agency of Record Attach: CMS_AOR-Resolute Letter
1115	2021-07-15	DOJ-ADS-0000005321	DOJ-ADS-0000005323	Highly Confidential	Email (July 15, 2021) From: J. Thorne To: D. Teslicko Subject: RE: Daily Mail
1116	2021-07-22	MAGNITE-00001879	MAGNITE-00001955	Highly Confidential	Slide Deck - Board of Directors Meeting
1117	2021-07-23	ARMY-ADS-0000182974	ARMY-ADS-0000183078	Highly Confidential	Email (July 23, 2021) From: E. Bridenstine To: L. Morris, L. Hanaper, J. Crimmins, R. Green, et al. Subject: [Non-DoD Source] FY22 Upfront OCT- Nov. budgets Attach: 21 National Media Activity 1.2 Compo 1 Flowchart (June 2021), FY21 Paid National Media Tactical Recommendation, Upfront Overview 29 APR 2021
1118	2021-07-26	GOOG-AT-MDL-008930621	GOOG-AT-MDL-008930628	Confidential	Accounting Memo: Principal vs. Agent - Google Ads (AdSense / AdMob / Ad Manager) Issue Owner: Sadaf Fazal / Matthew Ziotkin
1119	2021-08-00	GOOG-AT-MDL-003382846	GOOG-AT-MDL-003382847	Confidential	Ad Spam Mission and Goals
1120	2021-08-00	GOOG-AT-MDL-006876286	GOOG-AT-MDL-006876319	No designation	Google Slide Deck (August, 2021) - Value for Service - review of allocation proposals
1121	2021-08-04	GOOG-DOJ-AT-02324779	GOOG-DOJ-AT-02324783	Highly Confidential	Sellside Launch Doc: Demand Product
1122	2021-08-05	N/A	N/A	Publicly available	M. Shaugnessy, France Paves The Way For More Action Against Google's Unfair Practices
1123	2021-08-05	N/A	N/A	Publicly available	Refinitiv Street events, "Q2 2021 Magnite Inc Earnings Call" (Aug. 05, 2021)

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1124	2021-08-05	N/A	N/A	Publicly available	Refinitiv Street events - Edited Transcript MGNI.OQ - Q2 2021 Magnite Inc. Earnings Call Event Date Time/ August 5, 2021/8:30PM
1125	2021-08-09	GOOG-AT-MDL-008668309	GOOG-AT-MDL-008668313	Confidential	Email (Aug. 9, 2021) From: S. Stefaniu To: M. Zhuohan CC: C. Howard, S. Schwartz, C. Sardella, M. Westervelt Subject: Re: Unusal & Large Volumes of Invalid Activities on MTC Invoices
1126	2021-08-11	GOOG-DOJ-AT-02427435	GOOG-DOJ-AT-02427436	Highly Confidential	Reduce AdX Dynamic Revshare Holdback to 5%
1127	2021-08-11	GOOG-DOJ-AT-02442921	GOOG-DOJ-AT-02442947	Highly Confidential	Google Slide Deck - Poirot model update for CTV traffic
1128	2021-08-12	MAGNITE-00005773	MAGNITE-00005831	Highly Confidential	Slide Deck (Aug. 12, 2021) - August All Hands
1129	2021-08-19	MSFT-LIT-0000039449	MSFT-LIT-0000039449	Highly Confidential - AEO	Slide Deck - Google Import Feature Guide
1130	2021-08-19	GOOG-AT-MDL-006802018	GOOG-AT-MDL-006802019	Highly Confidential	Email (Aug. 19, 2021) From: E. Li To: S. Cuthbertson, et al. Subject: GoldenEye: Launched on First 2 Exchanges
1131	2021-09-00	CMS-ADS-0001139301	CMS-ADS-0001139302	Highly Confidential	CMS Client Authorization to Buy #1 Agency: Weber Shandwick Client: Centers for Medicare & Medicaid Services Client Code/ Product Code: CMS HealthCare.gov Sep. Outreach and Education Campaign
1132	2021-09-00	GOOG-AT-MDL-007452487	GOOG-AT-MDL-007452527	Confidential	Slide Deck (September 2021) - ALCS 2022 Planning - 2022 Priorities
1133	2021-09-00	GOOG-AT-MDL-008930806	GOOG-AT-MDL-008930823	Confidential	Section: Revenues Policy: Ads Revenue Recognition (Gross vs. Net) Effective Date: October 1, 2017 Revised on: September 2021
1134	2021-09-10	VET-AF-ADS-0000461239	VET-AF-ADS-0000461287	Highly Confidential	Contact/Order for Commercial Items Awarded: 09-10-2021 Issued by: Strategic Acquisition Center - Frederick Department of Veterans Affairs
1135	2021-09-23	MSFT-LIT-0000005457	MSFT-LIT-0000005457	Highly Confidential - AEO	Slide Deck - MSAN and Gaming: Programmatic Native & Video Advertising
1136	2021-09-13	DOJ-ADS-0000005512	DOJ-ADS-0000005517	Highly Confidential	Email (Sep. 13, 2021) From: J. Thorne To: D. Teslicko Subject: additional indication of market power Attach: 2021 09 13 Google price unvariability
1137	2021-09-15	MAGNITE-00016580	MAGNITE-00016704	Highly Confidential	Slide Deck (Sep. 15, 2021) - Investor Day

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1138	2021-09-20	CMS-ADS-0000350837	CMS-ADS-0000350838	Highly Confidential	Email (Sep. 20, 2021) From: C. Koepke To: B. Johanson, L. Salemo Subject: Media Buy
1139	2021-09-23	TTD_DOJ-GOOG23-0009828	TTD_DOJ-GOOG23-0009830	Highly Confidential - AEO	Email (Sep. 23, 2021) From: S. Kim To: M. McCauley CC: AdOps, Global SSP Subject: RE: Advance Local + TTD Programmatic Partnerships Intro Multi Format Ad Requests Issue with TTD + Google
1140	2021-09-24	ARMY-ADS-0000179830	ARMY-ADS-0000179831	Highly Confidential	Email (Sep. 24, 2021) From: K. Kapshandy To: L. Morris, K. Nelson CC: J. Crimmins, G. Wood, G. Wright, E. Bridestine, L. Hanaper, R. Green, J. Monlina, A. Goddard Subject: Delivery MMM Q3 FY21 Optimization Tracker
1141	2021-09-27	ARMY-ADS-0000071884	ARMY-ADS-0000071884947	Highly Confidential	Email (Sep. 27, 2021) From: L. Morris To: K. Nelson Subject: Editorial article - Remezcla CDT Daisy Aguilar-Gonzalez R3 Review
1142	2021-10-00	MSFT-LIT-0000000874	MSFT-LIT-0000000895	Highly Confidential	Google Slide Deck (Oct. 2021) - Xandr Bidder Strategy Assessment
1143	2021-10-01	GOOG-AT-MDL-008930629	GOOG-AT-MDL-008930641	Confidential	Accounting Memo: Principal vs. Agent - Authorized Buyers and Open Bidding Related Accounting Policy: 2.02.2 Ads Gross vs Net Revenue Policy - ASC 606
1144	2021-10-05	GOOG-DOJ-AT-02480338	GOOG-DOJ-AT-02480357	Highly Confidential	Google Slide Deck - Poirot Launch Metrics
1145	2021-10-05	GOOG-DOJ-AT-02480384	GOOG-DOJ-AT-02480386	Highly Confidential	Executive summary Poirot v3
1146	2021-10-05	GOOG-DOJ-AT-02512856	GOOG-DOJ-AT-02512859	Highly Confidential	Poirot Modeling Design Doc gTrade team
1147	2021-10-05	GOOG-DOJ-AT-02517288	GOOG-DOJ-AT-02517331	Highly Confidential	Launch Doc: Maximal Layout with Custom Close Button
1148	2021-10-10	N/A	N/A	Publicly available	Press Release, Russian Cybercriminal Sentenced to 10 Years in Prison for Digital Advertising Fraud Scheme, United States Attorney's Office for the Eastern District of New York
1149	2021-10-12	GOOG-AT-MDL-002982611	GOOG-AT-MDL-002982624	Confidential	Google Slide Deck (Oct. 12, 2021) - Q4 Competitive Fact Pact Table of Content

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1150	2021-10-21	ARMY-ADS-0000177268	ARMY-ADS-0000177490	Highly Confidential	Email (Oct. 21, 2021) From: E. Bridenstine To: L. Morris, K. Nelson, J. Muir, G. Wright CC: R. Green, J. Molina, N. Broler, L. Hanaper, D. Atanda, J. Crimmins, M. Fischer Subject: Delivery FY22 Tactical Media Presentations Attach: 2022 Paid National Media Tactical Recommendation ASL Presentation
1151	2021-10-25	OMD_000236	OMD_000421	Highly Confidential - AEO	Slide Deck (Oct. 25, 2021) - 21 NMTF - FY22 Paid National Media Tactical Recommendation
1152	2021-10-25	USAF-ADS-0000022405	USAF-ADS-0000022485	Highly Confidential	Email (Oct. 25, 2021) From: R. Norah To: B. Dickey, L. Stott, M. Guhr CC: B. Bradbury, B. Zieman, T. Talamantez Subject: [Non-DoD- Source] TO 47 SSM media plan with cinema (Top Gun/Maverick release) for review Attach: (Cinema Revision) 47 SSm Media Strategy & Recommendation
1153	2021-10-31	TAMU 000537	TAMU 000577	Confidential	Texas A&M - Google Statement Summary for Oct. 1, 2021 - Oct. 31, 2021
1154	2021-11-00	GOOG-AT-MDL-003831574	GOOG-AT-MDL-003831629	Confidential	Google Slide Deck (Nov. 2021) - 2021 LPS CSAT - Global Insights
1155	2021-11-04	OMD_000422	OMD_000422	Highly Confidential - AEO	Budget Order (Nov. 4, 2021) Billing customer: OMD USA LLC Product Account: AlwaysOn_AMD
1156	2021-11-12	GOOG-AT-MDL-006299873	GOOG-AT-MDL-006299874	Highly Confidential	Email (Nov. 12, 2021) From: P. Bjorke To: Ad Spam Eng, trust safety-adspam, etc. BCC: J. Spero Subject: (FYI) The end of a 5 years long journey: The last chapter of the Methbot and 3ev (Chefbot) saga
1157	2021-11-16	N/A	N/A	Publicly available	Index Exchange Press Release (Nov. 16, 2021): Index Exchange Build 'Exchange of the Future,' Scaling its Omnichannel Capabilities for New Channels and Creative Formats
1158	2021-11-16	USPS-ADS-0000029221	USPS-ADS-0000029226	Confidential	Email (Nov. 16, 2021) From: T. McLeod To: S. Monteith, S. Holman, C. Karpenko, B. Pasco, S. Chang CC: M. Knopf, R. McGirr, R. Lee, L. Catucci, L. Ernst, F. Anwar, J. Allen Subject: Flash PV: Q3 Digital Earnings & Facebooks' s Rebrand

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1159	2021-11-16	GOOG-AT-MDL-001460052	GOOG-AT-MDL-001460105	Highly Confidential	Email (Nov. 16, 2021) From: L. Fisher To: A. Shellhammer CC: M. Vellardito, K. Mannion Subject: Re: Advertiser Perceptions / Google SSP Read-out Attach: Google Slide Deck - Advertiser Perceptions (Wave 8) SSP: Supply-Side Platforms Study
1160	2021-11-18	TTD_DOJ-GOOG23-0014525	TTD_DOJ-GOOG23-0014528	Highly Confidential - AEO	Email (Nov. 18, 2021) From: J. Green To: P. Snare, J. Dederick, D. Pickles, M. Hulst, T. Sims, et al. CC: K. Shackelford, T. Frohman Subject: Re: Notice of Award: TCCC Dsp
1161	2021-11-22	USAF-ADS-0000771565	USAF-ADS-0000771565_0004	Highly Confidential	GSD&M Invoice (Nov. 22, 2021) COTR: Captain Rico Lane Invoice #: 0034-16 Due Date: 12/22/2021
1162	2021-11-22	TTD_D0J-GOOG23-0001039	TTD_D0J-GOOG23-0001052	Highly Confidential - AEO	Introduction sheet to the OpenPath Publisher Terms & Conditions
1163	2021-11-29	ARMY-ADS-0000336340	ARMY-ADS-0000336660	Confidential	Email (Nov. 29, 2021) From: L. Morris To: L. Green CC: N. Miner, M. Weber, J. Horning, J. Oliver Subject: Documents (Unclassified) Attach: 2022 Paid National Media Strategy TOTAL ARMY - 21 JUL 2021; 2022 Paid National Media Tactical Recommendation ASL 22 OCT; FY 21 (27 SEP21-25 Sep. 22); National Media Upfront Tactical WIP Checkin 2 8-19-21 FY 22-24 AMP - FINAL
1164	2021-11-30	ARMY-ADS-0000176297	ARMY-ADS-0000176415	Highly Confidential	Email (Nov. 30, 2021) From: A. Clayton To: L. Morris CC: G. Wood, G. Wright, J. Pollock, M. Pollock, F. McGurren, et al. Subject: FW: [Non-DoD Source] Attach: A1001907
1165	2021-12-00	GOOG-AT-MDL-001950473	GOOG-AT-MDL-001950510	Highly Confidential	Google Slide Deck (Dec. 2021) - Display Ads Finance - APF Homesite Dec'21
1166	2021-12-00	GOOG-AT-MDL-006273722	GOOG-AT-MDL-006273756	Highly Confidential	Google Slide Deck (Dec. 2021) - Ads Privacy Competitive Landscape
1167	2021-12-00	N/A	N/A	Publicly available	Google Ads Policies, Google Support Center
1168	2021-12-01	NAVY-ADS-0000012880	NAVY-ADS-0000012925	Highly Confidential	Amendment of Solicitation/Modification of Contract (Dec. 1, 2021) Issued By: Navsup Contractor: Young & Rubicam LLC
1169	2021-12-03	GOOG-AT-MDL-006192360	GOOG-AT-MDL-006192366	Highly Confidential	GPX: Tuneln (GP21-089)

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1170	2021-12-07	TTD_DOJ-GOOG23-0001523	TTD_DOJ-GOOG23-0001539	Highly Confidential - AEO	Slide deck - OpenPath Strategy Meeting
1171	2021-12-09	GOOG-AT-MDL-002151866	GOOG-AT-MDL-002151867	Confidential	Email (Dec. 9, 2021) From: J. Birnbaum To: S. Lee CC: V. Abney Subject: Re: Zynga - Platform options & likelihood
1172	2021-12-10	ARMY-ADS-0000187048	ARMY-ADS-0000187065	Highly Confidential	Slide Deck (Dec. 10, 2021) - The U.S. Army - FY21 Q4 Marketing Mix Modeling: National Paid Media Utilization Assessment
1173	2021-12-16	GOOG-AT-MDL-009537448	GOOG-AT-MDL-009537448	Confidential	Google Spreadsheet - Reallocating from Linear TV
1174	2021-12-20	NAVY-ADS-0000249484	NAVY-ADS-0000249522	Highly Confidential	Y&R Digital Media Bill (Dec. 20, 2021) Client: Navy
1175	2021-12-21	N/A	N/A	Publicly available	Microsoft Advertising Blog Post (Dec. 21, 2021): M. Parakhin, Microsoft to acquire Xandr to accelerate delivery of digital advertising and retail media solutions
1176	2021-12-30	USPS-ADS-0000529112	USPS-ADS-0000529186	Highly Confidential	Order Solicitation Offer/Award (Dec. 12, 2021) Issued by: Advertising & Creative Services Professional & Technical Service CMC Supplier: Universal McCann Worldwide Inc.
1177	2022-00-00	N/A	N/A	Publicly available	“2022 Amazon Annual Report,” Amazon
1178	2022-00-00	CMS-ADS-0000023782	CMS-ADS-0000023806	Highly Confidential	Acquisition Plan Template Acquisition Title: Health Insurance Exchange Public Education and Outreach Program/Project Title: Centers for Medicare and Medicaid Services (CMS), Department of Health and Human Services (DHHS), Health Insurance Exchange Public Exchange and Outreach
1179	2022-00-00	CRITEO_GOOGLELIT_0000004426	CRITEO_GOOGLELIT_000000443	Highly Confidential	Audience Battlecards Presentation Commerce Growth Competitors for Audiences H1 2022
1180	2022-00-00	N/A	N/A	Publicly available	The Walt Disney Company Fiscal Year 2022 Annual Financial Report
1181	2022-00-00	GOOG-AT-MDL-000016711	GOOG-AT-MDL-000016781	Highly Confidential	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 9
1182	2022-00-00	GOOG-AT-MDL-004022802	GOOG-AT-MDL-004022805	Confidential	2022 Ads Safety Report
1183	2022-00-00	GOOG-AT-MDL-008309627	GOOG-AT-MDL-008309644	Highly Confidential	Slide Deck - 2022/23 Joint Business Plan - Total Force
1184	2022-00-00	GOOG-AT-MDL-008928829	GOOG-AT-MDL-008928914	Confidential	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side Platforms: Wave 12
1185	2022-00-00	GOOG-AT-MDL-009017821	GOOG-AT-MDL-009017854	Highly Confidential	Google Slide Deck (2022) - Display P&L - 2022 Cost Center Reviews
1186	2022-00-00	GOOG-AT-MDL-009484066	GOOG-AT-MDL-009484089	Highly Confidential	Google Slide Deck (2022) - Ads Safety Report
1187	2022-00-00	GOOG-AT-MDL-009643876	GOOG-AT-MDL-009643876	Highly Confidential	Display P&L - 2022
1188	2022-00-00	GOOG-AT-MDL-013435568	GOOG-AT-MDL-013435592	Highly Confidential	Google Slide Deck (Q1 2022) - TikTok Competitive Overview: TikTok's Growing Ad Business
1189	2022-00-00	GOOG-AT-MDL-B-004641168	GOOG-AT-MDL-B-004641175	Highly Confidential	Google Slide Deck

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1190	2022-00-00	GOOG-DOJ-AT-02647833	GOOG-DOJ-AT-02647833	Highly Confidential	Google Ads P&L 2022
1191	2022-00-00	N/A	N/A	Publicly available	Google Ads Safety Report (2022)
1192	2022-00-00	N/A	N/A	Publicly available	Kevel, Header Bidding (HBIX) 2022 Tracker, 2022
1193	2022-00-00	N/A	N/A	Publicly available	The State of PPC Global Report 2022
1194	2022-01-00	GOOG-AT-MDL-001267098	GOOG-AT-MDL-001267111	Highly Confidential	Google Slide Deck (Q3 2022) - Onboard online with Open Bidding in Ad Manager
1195	2022-01-00	GOOG-AT-MDL-018718180	GOOG-AT-MDL-018718204	Highly Confidential	Google Slide Deck (Jan, 2022) - TikTok Competitive Overview
1196	2022-01-00	GOOG-AT-MDL-018919714	GOOG-AT-MDL-018919788	Highly Confidential	Google Slide deck (Jan. 2022) - 2022 Instream Access Strategy
1197	2022-01-00	USPS-ADS-0000529380	USPS-ADS-0000529412	Highly Confidential	Order Solicitation Offer/Award (Jan. 2021) Issued by: Advertising & Creative Services Professional & Technical Service CMC Supplier: Universal McCann Worldwide Inc.
1198	2022-01-00	TTD DOJ-GOOG23-0001502	TTD DOJ-GOOG23-0001515	Highly Confidential - AEO	Slide Deck (Jan. 2022) - Open Path GTM and Timeline - Draft
1199	2022-01-04	NHTSA-ADS-0000665975	NHTSA-ADS-0000665976	Confidential	Email (Jan. 4, 2022) From: S. McMeen To: M. Joyce Subject: RE: For Review/Approval: 2022 CIOT Media Recommendations - Due 1/6
1200	2022-01-04	CENSUS-ADS-0000018736	CENSUS-ADS-0000018736	No designation	Email (Jan. 4, 2022) From: eMarketer Webinars To: K. Johnson Subject: [MARKETING] Optimize Your Amazon Ad Strategy
1201	2022-01-07	NAVY-ADS-0000005844	NAVY-ADS-0000005844	Highly Confidential	Digital Media FY19 Q3 Refund Submission Date: 1/7/22
1202	2022-01-12	GOOG-AT-MDL-002441255	GOOG-AT-MDL-002441257	Highly Confidential	Email (Jan. 12, 2022) From: A. Borgia To: S. Spencer Subject: Re: Fraudulent website showing ads
1203	2022-01-18	MSFT-LIT-00000002659	MSFT-LIT-00000002675	Highly Confidential	Slide Deck (Dec. 2021) - Xandr: 12/3/21: Deck Final. No Edits.
1204	2022-01-19	NAVY-ADS-0000241136	NAVY-ADS-0000241143	Highly Confidential	Contract/Order (Jan. 19, 2022) Issued By: Navsup Contractor: Young & Rubicam LLC
1205	2022-01-24	TTD DOJ-GOOG23-0015078	TTD DOJ-GOOG23-0015078	Highly Confidential - AEO	Email (Jan. 24, 2022) From: M. Blacker To: J. Spencer, J. Licata, K. Prasad Subject: Sync with Blacker on Pub Development
1206	2022-01-27	GOOG-AT-MDL-017191835	GOOG-AT-MDL-017191885	Highly Confidential	Google Slide Deck (Jan. 27, 2023) - Alphabet Inc. 2021 Audit Results
1207	2022-02-00	TWDC GOOG 0033439	TWDC GOOG 00033527	Highly Confidential	Disney Ad Sales - Everything Digital Guide Slide Deck (Feb. 2022)
1208	2022-02-00	GOOG-AT-MDL-008096006	GOOG-AT-MDL-008096009	Highly Confidential	The Trade Desk - OpenPath (Feb. 2022) Legally Approved Sales reactive talking points
1209	2022-02-00	MSFT-LIT-0000001489	MSFT-LIT-0000001491	Highly Confidential	Xandr POV: TTD Open Path (Feb. 2022)

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1210	2022-02-01	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2021
1211	2022-02-03	TTD_DOJ-GOOG23-0017562	TTD_DOJ-GOOG23-0017562	Highly Confidential - AEO	Email (Feb. 3, 2022) From: T. Sims To: J. O'Malley CC: J. Dederick Subject: Re: FB/Meta
1212	2022-02-07	N/A	N/A	Publicly available	Xandr, Understanding Optimization, Xandr Documentation Center (Feb. 07, 2022)
1213	2022-02-09	GOOG-AT-MDL-004568578	GOOG-AT-MDL-004568635	Highly Confidential	The Life of a Dollar (go/ld-slides) - An introduction to our advertising system and philosophy
1214	2022-02-09	GOOG-AT-MDL-008671503	GOOG-AT-MDL-008671553	Highly Confidential	Slide Deck: Team DDB, AEMO + Google - Joint Business Partnership FY22
1215	2022-02-11	MSFT-LIT-0000018342	MSFT-LIT-0000018342	Highly Confidential - AEO	Slide Deck - Getting Up to Speed on Xandr
1216	2022-02-15	N/A	N/A	Publicly available	Trade Desk, Inc. FQ4 2022 Earnings Call Transcripts
1217	2022-02-15	N/A	N/A	Publicly available	The Trade Desk Investor Relations, The Trade Desk Launches OpenPath, Providing Advertisers with Direct Access to Premium Publisher Advertising Inventory, February 15, 2022
1218	2022-02-15	TTD_DOJ-GOOG23-0017820	TTD_DOJ-GOOG23-0017820	Highly Confidential - AEO	Email (Feb. 15, 2022) From: T. Sims To: J. Grant, J. Green Subject: FW: TTD Update / Heads Up for today..
1219	2022-02-15	GOOG-AT-MDL-011813440	GOOG-AT-MDL-011813442	Confidential	Email (Feb. 15, 2022) From: S. Sheffer To: B. Jankovsky Subject: Re: reuters: Trade Desk to counter Google's ad grip with tool for publishers
1220	2022-02-15	DOJ-ADS-0000026228	DOJ-ADS-0000026228	Highly Confidential	Email (Feb. 15, 2022) From: J. Thorne To: R. Karr, R. Craig Subject: [EXTERNAL] question re Enhanced Dynamic Allocation
1221	2022-02-17	USAF-ADS-0000618109	USAF-ADS-0000618113	Highly Confidential	FY22 Inspire Media Performance Work Statement (PWS) Task Order (TO) 0064 Version 1 Dated: 17 Feb 22

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1222	2022-02-17	USPS-ADS-0000669680	USPS-ADS-0000669715	Highly Confidential	Email (Feb. 17, 2022) From: L. Ernst To: B. Pasco CC: M.l Knopf, S. Starr, M. Doyle, T. Camp, S.i Das, M. Bottenberg Subject: [EXTERNAL] Billing - FY'22 Q2 JFM - February Attach: 1USP Master Invoice 2ACCSR-21-C-0016 0222 billing package
1223	2022-02-17	GOOG-AT-MDL-001272414	GOOG-AT-MDL-001272493	Highly Confidential	Email (Feb. 17, 2022) From: M.w Vellardito To: K. Mannion CC: M. Thornton, S. Geremia, S. Downey Subject: Re: Advertiser Perceptions DSP Report for Google Attach: Google Slide Deck (2H 2021) - DSP Report, Wave 11, Demand-Side Platforms Wave 11 2H 2021
1224	2022-02-24	GOOG-AT-MDL-004181067	GOOG-AT-MDL-004181069	Highly Confidential	Email (Feb. 24, 2022) From: E. Brinkman To: A. Thygesen CC: C. Rose, I. Calvo, B. Zhao, Z. Weiss, S. Iyer Subject: Meta & SDS Gut Call Updates
1225	2022-02-25	N/A	N/A	Highly Confidential	2022 NHTSA ADAS Campaign Presentation
1226	2022-02-28	N/A	N/A	Publicly available	Mobile Buying FAQ: Mobile Ad Campaigns, Xandr Documentation Center, February 28, 2022
1227	2022-03-03	ARMY-ADS-0000187047	ARMY-ADS-0000187077	Highly Confidential	Email (Mar. 3, 2022) From: L. Morris To: N. Benedict CC: A. Dziengelewski, K. Nelson Subject: MMM Optimizations (Unclassified) Attach: FY21 CPH_Q4 National Paid Media Utilizations Assessments
1228	2022-03-04	USAF-ADS-0000793782	USAF-ADS-0000793824	Confidential	Email (Feb. 18, 2022) From: M. Johnson To: M. Johnson, P. Ryder, E. Thomas, K. Crumby, A. Goldstrom, B. BVrewer, L. Brown, et al. Subject: AFRS Total Force Brand Council Location: Rosen Shingle Creek 4 March 1000-1200 Attach: TF Brand Council Agenda - Mar 2022 DRAFT
1229	2022-03-10	GOOG-AT-MDL-007210197	GOOG-AT-MDL-007210205	Confidential	CTV Identity Norms PRD

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1230	2022-03-10	ARMY-ADS-0000070535	ARMY-ADS-0000070547	Confidential	Email (Mar. 10, 2022) From: L. Morris To: J. Horning CC: S. Johnson, P. Bracey, N. Miner BCC: K. Nelson Subject: RE: Admin Requirements (Unclassified) Attach: Paid Media Duties and Responsibilities (As of 10Mar22)
1231	2022-03-11	CRITEO_GOOGLELIT_0000014522	CRITEO_GOOGLELIT_0000014540	Highly Confidential	Slide deck - Contextual Audiences - Competitor Battlecards
1232	2022-03-15	ARMY-ADS-0000135957	ARMY-ADS-0000135958	Highly Confidential	Email (Mar. 15, 2022) From: A. Isaac To: L. Morris, K. Nelson CC: R. Green, E. Bridenstine, E. Nedelman, M. Stuckel, L. Hanaper, A. Pospesel, C. Zavala, N. Broler Subject: March Firm/Flex Media ODE Attach: FY21 OY_Uptfront FY22
1233	2022-03-17	GOOG-AT-MDL-004114641	GOOG-AT-MDL-004114685	Highly Confidential	Google Slide Deck - What is next in the fight against ad fraud?
1234	2022-03-18	N/A	N/A	Publicly available	Startup Info interview, James Avery, Fonder & CEO of Kevel, Shares his Entrepreneur Journey in the Ad Tech Industry
1235	2022-03-18	CMS-ADS-0000584541	CMS-ADS-0000584541	Highly Confidential	Email (Mar. 18, 2022) From: C. Koepke To: A. Bramlett, H. Baier CC: M. Newman, J. Beauchemin, B. Johanson Subject: RE: Response needed: Care Compare campaign and black owned media
1236	2022-03-24	N/A	N/A	Publicly available	Kevel Bog Post (Mar. 24, 2022): Why Successful Ad Publishers Stay on Top
1237	2022-03-29	USPS-ADS-0000592851	USPS-ADS-0000592863	Highly Confidential	Email (Mar. 29, 2022) From: M. Guilfoil To: K. Pompanella, M. Judkins, P. Kallat CC: K. Willins, S. Chang, C. Karpenko, B. Pasco, S. Holman, S. Monteith Subject: RE: OPM - Universal McCann - est \$137M Attach: Order Placement - UM Year 2.1
1238	2022-04-00	CMS-ADS-0000056403	CMS-ADS-0000056412	Highly Confidential	CMS Presentation - Medicare Prevention Awareness Education & Outreach Campaign COVID Booster Final Report (Apr. 2022)
1239	2022-04-00	GOOG-AT-MDL-B-004777580	GOOG-AT-MDL-B-004777684	Highly Confidential	Google Slide Deck - My Ad Center: Ads as a Consumer Product
1240	2022-04-08	DOJ-ADS-0000026230	DOJ-ADS-0000026231	Highly Confidential	Email (Apr. 8, 2022) From: J. Thorne To: D. Mekki Subject: [EXTERNAL] RE: introduction

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1241	2022-04-11	CMS-ADS-0000023248	CMS-ADS-0000023337	Highly Confidential	2022 Technical Proposal from Weber Shandwick for the Health Insurance Exchange Public Education and Outreach Campaign
1242	2022-04-11	ARMY-ADS-0000060557	ARMY-ADS-0000060559	Highly Confidential	Email (Apr. 11, 2022) From: L. Morris Subject: FW: Revised Optimization Process Review Attach: Optimization Process Update
1243	2022-04-11	ARMY-ADS-0000155603	ARMY-ADS-0000155604	Confidential	Email (Apr. 11, 2022) From: L. Morris To: N. Broler CC: J. Klain, A. Pospesel, R. Green, K. Nelson Subject: RE: Revised Optimization Process Review (Unclassified) Subject: FW: Revised Optimization Process Review Attach: Optimization Process Update
1244	2022-04-12	GOOG-AT-MDL-009091532	GOOG-AT-MDL-009091533	Highly Confidential	Email (Apr. 22, 2022) From: D. Jean To: P. Alvarez Subject: Re: AppLovin to Acquire Wurl
1245	2022-04-14	GOOG-AT-MDL-009302846	GOOG-AT-MDL-009302872	Highly Confidential	Google Slide Deck - A Showcase of Digital Strategies that are helping the United States Government Achieve its Goals
1246	2022-04-20	METAGOOG00014136	METAGOOG00014138	Highly Confidential	Email (Apr. 20, 2022) From: J. Hegeman To: S. Mincer Subject: Re: AN Margin drop from 45% -> 40% - Follow up Attach: 2022.20.04 Meta email thread titled "Re: AN Margin drop from 45% - 40% - Follow up"
1247	2022-04-22	GOOG-AT MDL-008671559	GOOG-AT MDL-008671562	Confidential	Email (Apr. 22, 2022) From: S. Stefaniu To: C. Wagner Subject: Fwd: [External] Re: FMG x Google - Rescheduled Sync
1248	2022-04-25	GOOG-AT-MDL-009759401	GOOG-AT-MDL-009759446	Highly Confidential	Google Slide Deck (Apr. 25, 2022) - FBR Pep Rally: Performance Max
1249	2022-04-25	ARMY-ADS-0000329948	ARMY-ADS-0000329970	Highly Confidential	Email (Apr. 25, 2022) From: L. Morris To: K. Nelson, D. Flynn, A. Dziengelewski Subject: Q3, FY22 National Paid Media Optimizations (Unclassified) Attach: FY22 CPH_Q1_MMM_National Paid Media Utilizations Assessments

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1250	2022-04-25	GOOG-AT-MDL-006848876	GOOG-AT-MDL-006848880	Highly Confidential	Email (Apr. 25, 2022) From: zsk@google.com To: J. Weinberg CC: A. Tucker, A. Burke, A. Shorey, D. Tangeman, et al. Subject: Re: Sony's Crunchyroll & Google GAM deal closed (part of xPA deal)
1251	2022-04-26	USPS-ADS-0000016395	USPS-ADS-0000016463	Confidential	Email (Apr. 26, 2022) From: M. Knopf To: C. Karpenko, S. Holman CC: F. Jackson, R. Hines, Z. Merrifeld, L. Catucci, et al. Subject: USPS FY'21 MMM & Impact on Equity Attach: USPS MMM Feb-Sep. 21' Deck Draft
1252	2022-04-27	USAF-ADS-0000013224	USAF-ADS-0000013230	Highly Confidential	Air Force Recruiting Services (AFRS) FA3002-18-D-0008 National Advertising and Event Marketing Contract Advertising Instruction Record (AIR) Procedures
1253	2022-04-27	N/A	N/A	Publicly available	Google Ad Manager Blog Post (Apr. 27, 2022): G. Levitte, Improved header bidding support in Google Ad Manager
1254	2022-04-27	TTD_DOJ-GOOG23-0010864	TTD_DOJ-GOOG23-0011014	Highly Confidential - AEO	Email (Apr. 27, 2022) From: M. Blacker To: K. Sokolowski, Marty@venturagrowth, et al. Subject: RE: Adopting Agreement Sample Attach: Amazon Competitive Intelligence Resources US; GTM Combatting Google Narratives and Slides
1255	2022-04-28	ARMY-ADS-0000504378	ARMY-ADS-0000504386	Highly Confidential	Invoice (Apr. 28, 2022) Mission and Installation Contracting CMD
1256	2022-04-28	GOOG-AT-MDL-001969523	GOOG-AT-MDL-001969556	Highly Confidential	Google Slide Deck (Apr. 28, 2022) - AViD RevForce: A1'22 Performance & Product Metrics
1257	2022-05-00	N/A	N/A	Highly Confidential	Criteo Investor Presentation (May 2022)
1258	2022-05-00	CRITEO_GOOGLELIT_000000449	CRITEO_GOOGLELIT_000000446	Highly Confidential	Battlecards for Commerce Growth Presentation (May 2022)
1259	2022-05-00	GOOG-AT-MDL-010378773	GOOG-AT-MDL-010378782	Highly Confidential	Google Slide Deck (May 2022) - Sellside GPL Vision
1260	2022-05-00	GOOG-AT-MDL-018692254	GOOG-AT-MDL-018692279	Highly Confidential	Google Slide deck - Header Bidding Primer: A brief history of Header Bidding and Open Bidding
1261	2022-05-02	GOOG-AT-MDL-018290783	GOOG-AT-MDL-018290784	Highly Confidential	Email (May 2, 2022) From: D. Jean To: B. Khurana Subject: Re: [Deal Review] [GPX] Meeting agenda, May 3, 2022: (1) Ringier (2) Mediahuis

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1262	2022-05-03	GOOG-AT-MDL-009472035	GOOG-AT-MDL-009472035	Highly Confidential	Email (May 3, 2022) From: D. Jean To: N. Islam CC: D. Taylor Subject: Re: early heads up: BC Deal for Top Gaming Publihser Houses
1263	2022-05-04	N/A	N/A	Publicly available	2021 Ads Safety Report, Google
1264	2022-05-04	GOOG-AT-MDL-009472126	GOOG-AT-MDL-009472172	Confidential	Email (May 4, 2022) From: K. Mannlon To: D. Taylor Subject: Re: Follow to our Tuesday discussion Attach: AIR 1H 2021 Google Medium Advertisers Pre-Read
1265	2022-05-05	N/A	N/A	Publicly available	Businesswire, The Trade Desk Adds More Publishers to OpenPath, Enabling Advertisers to Directly Access Premium Publisher Inventory, May 5, 2022
1266	2022-05-05	N/A	N/A	Publicly available	The Trade Desk Press Release (May 5, 2022): The Trade Desk Adds More Publishers to OpenPath, Enabling Advertisers to Directly Access Premium Publisher Inventory
1267	2022-05-06	ARMY-ADS-0000134190	ARMY-ADS-0000134222	Highly Confidential	Email (May 5, 2022) From: R. Green To: L. Morris, K. Nelson, S. Stone, J. Muir CC: L. Hansuer, D. Atanda, M. Stuckel, K. Hooks, T. Sheehan, A. Goddard Subject: [URL Verdict: Neutral [Non-DoD Source] Deck for 9 MAY FY23 Media Strategy Presentation Attach: FY23 Total Army Mmedia Strategy Recommendation (May 9, 2022)
1268	2022-05-09	GOOG-AT-MDL-004544150	GOOG-AT-MDL-004544183	Confidential	Google Slide Deck (Q2 2022) - Ad Manager "Indirect": Yield Management & Auction Dynamics
1269	2022-05-09	DOJ-ADS-0000026239	DOJ-ADS-0000026240	Highly Confidential	Email (May 9, 2022) From: J. Thorne To: A. Hoag Subject: [EXTERNAL] RE: meeting
1270	2022-05-10	N/A	N/A	Publicly available	Abour Monetize, Xandr Documentation Center, May 10, 2022
1271	2022-05-11	GOOG-AT-MDL-003083615	GOOG-AT-MDL-003083637	Highly Confidential	Google Slide Deck (May 11, 2022) - Compete Update: TikTok and APAC Project
1272	2022-05-11	NAVY-ADS-0000005834	NAVY-ADS-00000837	Highly Confidential	Email (May 11, 2022) From: E. Jules To: C. Aimes-Tillman Subject: [Non-DoD Source] RE: Navy Refund Checks: Task Orders Attach: 5-COVID 19 Response Q3 FY20 Digital Media & Internet Advertising

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1273	2022-05-18	GOOG-AT-MDL-004435387	GOOG-AT-MDL-004435391	Confidential	bid New Partner Integration Guide
1274	2022-05-18	N/A	N/A	Publicly available	Press Release, United States Recovers Over \$15 Million from Swiss Bank Accounts as Proceeds of Global Digital Advertising Fraud Scheme, U.S. Attorney's Office, Eastern District of New York
1275	2022-05-19	GOOG-AT-MDL-011567261	GOOG-AT-MDL-011567265	Highly Confidential	Email (May 19, 2022) From: M. Dasari To: G. Gundu CC: A. Tomkins, K. Castonguay, T. Walker, N. Wolf, et al. Subject: Re: Ads Safety announcements
1276	2022-05-19	KVL00000888	KVL00000890	Highly Confidential	Email (May 19, 2022) From: J. Avery To: dhoudyshell@kevel.co CC: chessy@kevel.com, L. Pierce-Connor Subject: Re: FW: Live Nation // Kevel
1277	2022-05-21	GOOG-AT-MDL-011911283	GOOG-AT-MDL-011911294	Highly Confidential	Google POV on Buyers.json and supply chain transparency
1278	2022-05-31	GOOG-AT-MDL-009639790	GOOG-AT-MDL-009639839	Highly Confidential	Google Marketing Live 2022 Product Announcements
1279	2022-05-31	GOOG-AT-MDL-B-004690926	GOOG-AT-MDL-B-004690938	Highly Confidential	Ads Privacy and Safety - Additional Information
1280	2022-05-31	CMS-ADS-0000536746	CMS-ADS-0000536794	Highly Confidential	Email (May 31, 2022) From: B. Johanson To: C. Koepke Subject: Unwinding plan Attach: CMS PHE Comms Plan Rev
1281	2022-06-00	GOOG-AT-MDL-009002112	GOOG-AT-MDL-009002117	Confidential	Inside Intelligence - US Time Spent with Connected Devices 2022
1282	2022-06-00	MSFT-LIT-0000000223	MSFT-LIT-0000000292	Highly Confidential	Slide Deck (June 2022) - Future of Advertising
1283	2022-06-00	NEWSHOP_GOOGL_0000109	NEWSHOP_GOOGL_0000123	Highly Confidential	Advertising Trend Report: June, 2022
1284	2022-06-06	N/A	N/A	Highly Confidential	Deposition Cheat Sheet - Google Topics 11 & 12 DOJ 1 & 2: Microsoft's Considered Acquisition of DoubleClick, Acquisitions of PromotelQ and Xandr, and Divestiture of Atlas
1285	2022-06-06	N/A	N/A	Highly Confidential	Deposition Cheat Sheet - Microsoft Ad Tech Timeline
1286	2022-06-06	GOOG-AT-MDL-001847423	GOOG-AT-MDL-001847423	Confidential	Email (June 6, 2022) From: D. Jean To: D. Taylor Subject: Re: [Quick ask] Publisher perspective for Jerry's leads tomorrow
1287	2022-06-07	N/A	N/A	Publicly available	Four benefits of omnichannel advertising that you might be missing out on, The Trade Desk
1288	2022-06-07	MSFT-LIT-0000030367	MSFT-LIT-0000030367	Highly Confidential - AEO	Presentation "Advertising at Microsoft Before June 7th 2022"
1289	2022-06-07	MSFT-LIT-000001735	MSFT-LIT-000001765	Highly Confidential	Microsoft Slide Deck - Digital Advertising Market Sizing - Kaden Feller

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1290	2022-06-07	GOOG-AT-MDL-006105985	GOOG-AT-MDL-006105986	Highly Confidential	Email (June 7, 2022) From: D. Jean To: D. Taylor CC: G. Minguzzi Subject: Re: Ad Manager Visible FLEDGE + Topics upcoming MSA
1291	2022-06-08	N/A	N/A	Publicly available	Marisa Nelson, Smart AdServer Rebrands as Equativ, Equativ, June 8, 2022
1292	2022-06-09	TTD DOJ-GOOG23-0030703	TTD DOJ-GOOG23-0030705	Highly Confidential - AEO	Email (June 9, 2022) From: M. Blacker To: N. Tuffaha Subject: Blacker - Publisher slides Attach: Slides for Naseem - Blacker Publisher Slides
1293	2022-06-13	VET-AF-ADS-0000027906	VET-AF-ADS-0000027909	Highly Confidential	Email (June 13, 2022) From: J. Benson To: K. South Subject: VCL Daily Volume and Spend Report - Jun 13, 2022 Attach: VA Paid Digital Media Dashboard
1294	2022-06-14	USAF-ADS-0000861537	USAF-ADS-0000861609	Highly Confidential	Email (June 14, 2022) From: A. Charvat To: L. Stott CC: R. Lane Subject: FW: Updated tO63 & TO64 CRMs with dates - USE THIS ONE Attach: T.O. 63_64 RegAF Media Strategy & Recommendation; TO 63 Engage & Recruit Media Plan; TO 64 Inspire Media Plan CRM6
1295	2022-06-14	USPS-ADS-0000899135	USPS-ADS-0000899135	Confidential	Text Message re display (June 14, 2022)
1296	2022-06-14	CMS-ADS-0000018746	CMS-ADS-0000018790	Highly Confidential	Email (June 14, 2022) From: K. Housein To: T. Ryan, M. Aiken, S. Edlavitch, H. Roberston, D. Hoffman Subject: LRFP 220606 Health Insurance Exchange Public Education and Outreach - Award Attach: 75FCMC18D0046_Contractor Conflict of Interest; Task Order Doc
1297	2022-06-16	GOOG-AT-MDL-006194638	GOOG-AT-MDL-006194762	Highly Confidential	Google Slide Deck (June 16, 2022) - 2022 Video/Audio Summit
1298	2022-06-20	NAVY-ADS-0000250171	NAVY-ADS-0000250227	Highly Confidential	Navy Invoice (June 20, 2022) Y&R Digital Media Bill

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1299	2022-06-21	ARMY-ADS-0000007763	ARMY-ADS-0000007777	Highly Confidential	Email (June 21, 2022) From: C. Ocampo To: A. Fink I. Mavridis; M. Weinrich, C. Masters, S. Johnson, J. Horning CC: M. Weber Subject: FYSA - REA Privileged and Confidential - National Media Attach: DDB Response to Contracting Officer initial Determination of Media REA
1300	2022-06-28	N/A	N/A	Publicly available	Share through Ad Exchange Supply Policy, Share through, June 28, 2022
1301	2022-06-28	DOJ-ADS-0000029293	DOJ-ADS-0000029294	Highly Confidential	Email (July 28, 2022) From: M. Wolin To: J. Thorne CC: M. Hough, E. Maier Subject: RE: Daily Mail / News Corp Interviews
1302	2022-06-29	GOOG-AT-MDL-009550941	GOOG-AT-MDL-009550957	Highly Confidential	Google Slide Deck (Q3 2022) - Double Agents Q3'22 Pod Planning Session
1303	2022-06-30	N/A	N/A	Publicly available	Microsoft Advertising Blog Post (June 30, 2022): M. Harwood, 10 reasons why the Microsoft Audience Network is a must-buy
1304	2022-07-07	CENSUS-ADS-0000709244	CENSUS-ADS-0000709246	Highly Confidential	Email (July 7, 2022) From: S. Jordan To: K. Bower CC: K. Johnson Subject: Re: Follow-up Questions from 6.22.2022 Meeting Attach: Pre-NRFU and NRFU Plan Presentation
1305	2020-06-00	MSFT-LIT-0000000370	MSFT-LIT-0000000370	Highly Confidential	Slide Deck - Xandr Future of Advertising Slide Deck
1306	2022-07-11	GOOG-AT-MDL-009701685	GOOG-AT-MDL-009701687	Highly Confidential	Email (July 11, 2022) From: A. Raiola To: gov-adv [gov-adv@google.com] Subject: [RECAP] Military Executive Summit
1307	2022-07-12	N/A	N/A	Publicly available	The Trade Desk Press Release (July 12, 2022): Disney Advertising Transformation Accelerates Through Expanded Deal with The Trade Desk
1308	2022-07-12	GOOG-AT-MDL-001847617	GOOG-AT-MDL-001847620	Confidential	Email (July 12, 2022) From: D. Jean To: N. Islam CC: D. Taylor Subject: Re: [Heads-up] New ideas for growth and product innovation through the Sellside Innovation Hub
1309	2022-07-15	GOOG-AT-MDL-004526928	GOOG-AT-MDL-004526931	Confidential	Netflix's Ads Partnership with Microsoft

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1310	2022-07-15	NAVY-ADS-0000072243	NAVY-ADS-0000072243	Confidential	Email (July 15, 2022) From: L. Uhlan To: A. Owens CC: S. Muoio, R. Fisch, N. Wachter, S. Wolkin Subject: [URL Verdict: Neutral] [Non-DoD Source] Netflix Ads Update
1311	2022-07-18	GOOG-AT-MDL-003105858	GOOG-AT-MDL-003105879	Highly Confidential	Google Slide Deck (July 18, 2022) - RFP Presentation
1312	2022-07-19	DOJ-ADS-0000029007	DOJ-ADS-0000029007	Highly Confidential	Email (July 19, 2022) From: E. Craig To: R. Long Subject: Re: [External] Re: Checking In
1313	2022-07-27	CENSUS-ADS-0000244408	CENSUS-ADS-0000244414	Highly Confidential	Email (June 27, 2022) From: S. Jordan To: J. Misra, L. Velez, S. Scheid, Y. Argen Garcia CC: L. Moore, K. Johnson Subject: Re: Q Ad cost data Attach: PBA Measurement Methodology
1314	2022-07-27	GOOG-AT-MDL-004598097	GOOG-AT-MDL-004598100	Confidential	Email (July 27, 2022) From: D. Jean To: E. Hung CC: K. Sauder, D. Taylor, A. Bodack, S. Blackburn, M. Receno, A. Shellhammer, A. Castillo Subject: Re: Coverage: Confirming Gross Revenue Launch
1315	2022-07-29	DOJ-ADS-0000029012	DOJ-ADS-0000029013	Highly Confidential	Email (July 29, 2022) From: R. Long To: E. Craig Subject: RE: [EXTERNAL] RE: Checking In
1316	2022-08-00	GOOG-AT-MDL-004531286	GOOG-AT-MDL-004531332	Highly Confidential	Google Slide Deck (Aug. 2022) - Insights for Automation: An Inside Look
1317	2022-08-00	GOOG-AT-MDL-010755385	GOOG-AT-MDL-010755401	Confidential	Google Slide Deck (Aug. 2022) - Ads Safety LAX
1318	2022-08-02	USAF-ADS-0000005724	USAF-ADS-0000005787	Highly Confidential	Email (Aug. 2, 2022) From: N. Rudyk To: B. Dickey, L. Stott, R. Hatch CC: N. Zieman, B. Braqdbury, A. Strange, K. Gunning Subject: [URL Verdict: Neutral] [Non-DoD Source] Re: TO 56 PP&A PR brief review Attach: USAF AFRS RSM IPR 8.2
1319	2022-08-05	N/A	N/A	Publicly available	Selling Programmatic Guaranteed Deals, Xandr Documentation Center, August 5, 2022

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1320	2022-08-10	NHTSA-ADS-00002252582	NHTSA-ADS-00002252648	Highly Confidential	Email (Aug. 10, 2022) From: J. Flanery To: T. Austin, D. Larson, M. Joyce, L. Millen, K. Hong CC: G. Meredythe, B. Buff, J. Syner, S. McMeen Subject: RE: July 2022 Billing and Monthly Reports Attach: ST-1 Monthly Report - TO6 BY3 - Behavioral Safety - July 2022; Strataccemm Invoice
1321	2022-08-11	TWDC_GOOG_00041197	TWDC_GOOG_00041202	Highly Confidential	Addressable Strategy 22/23 Upfront Internal Use Only Updated August 11, 2022
1322	2022-08-11	DOJ-ADS-B-0000036573	DOJ-ADS-B-0000036573	Highly Confidential	Meeting Invite (Aug. 11 2022) Subject: DOJ/Vox Media Call Organizer: D. Gelger Required Attendees: J. Hogan; L. Fisher; M. Hough
1323	2022-08-15	DOJ-ADS-0000027074	DOJ-ADS-0000027075	Highly Confidential	Email (Aug. 15, 2022) From: D. Geiger To: B. Kressin Cc: M. Hough Subject: RE: Magnite
1324	2022-08-18	DOJ-ADS-0000029304	DOJ-ADS-0000029306	Highly Confidential	Subject: [EXTERNAL] News Corp Discussion Start: 8/18/2022 10:00 End: 8/18/2022 11:00 Organizer: E. Maier Required Attendees: M. Wolin, M. Hough, J. Thorne, mgendler, drowley
1325	2022-08-19	ARMY-ADS-0000069378	ARMY-ADS-0000069379	Highly Confidential	Email (Aug. 19, 2022) From: L. Morris To: C. Ocampo, E. Timmens, G. Wright, S. Johnson, D. Flynn, K. Nelson Subject: FW: FY22 Reddit campaign update (UNCLASSIFIED)
1326	2022-08-22	NAVY-ADS-000045197	NAVY-ADS-000045206	Confidential	Email (Aug. 22, 2022) From: A. Owens To: S. Muoio CC: D. Curry-Stewart, L. Skelton, R. Peters, N. Wachter, S. Milliet Subject: Q4 2022 Navy Media Incremental Recommendation Attach: Navy 4Q22 Tactical Media Reco
1327	2022-08-24	ARMY-ADS-0000000246	ARMY-ADS-0000000315	Highly Confidential	Army Slide Deck (Aug. 24, 2022) 22-NMTF FY23 National Media Upfront Tactical Recommendation for 22 Upfront TO (26 Sep. 22 - 24 Sep. 23)

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1328	2022-08-24	GOOG-AT-MDL-010369638	GOOG-AT-MDL-010369640	Highly Confidential	Email (Aug. 24, 2022) From: D. Jean To: Rex Brown CC: D. Taylor, S. Temes Subject: Re: [GAPP K&I Analysis] Ads Ecosystem Q2 Earnings Attach: unnamed.png
1329	2022-08-25	N/A	N/A	Publicly available	Difference between clicks and conversions, Google Ads Community, August 25, 2022
1330	2022-08-25	DOJ-ADS-0000030458	DOJ-ADS-0000030460	Highly Confidential	Email (Aug. 25, 2022) From: D. Geiger To: B. Kressin Subject: RE: Ad Tech Investigation Calls
1331	2022-08-25	GOOG-AT-MDL-002592746	GOOG-AT-MDL-002592753	Confidential	Email (Aug. 25, 2022) From: gslcompete To: gslcompete Subject: Media Briefing: Inside the minds of 4 publisher CROs
1332	2022-08-29	DOJ-ADS-0000027080	DOJ-ADS-0000027080	Highly Confidential	Email (Aug. 29, 2022) From: D. Geiger To: B. Kressin Subject: Accepted: DOJ/Magnite Call
1333	2022-09-00	ARMY-ADS-00000064495	ARMY-ADS-00000064553	Highly Confidential	Email (undated) From: L. Morris To: L. Craig Subject: Award Documents Attach: IIE01 W9124D-22-F-0089; FY22 National Media and T&F Task Order
1334	2022-09-02	NHTSA-ADS-0000237083	NHTSA-ADS-0000237093	Highly Confidential	Email (Sep. 2, 2022) From: J. Flanery To: S. McMeen, P. Taneise, L. Miller CC: M. Nance Subject: RE: [EXTERNAL] RE: For Approval: School Bus Media Recommendation Attach: NHTSA School Bus 2022 Media Plan updated; NHTSA School Bus Paid Media Plan
1335	2022-09-02	CENSUS-ADS-0000710075	CENSUS-ADS-0000710081	Highly Confidential	Email (Sep. 2, 2022) From: K. Johnson To: A. Chong Subject: Re: 2020 Paid Advertising Campaign: Paid Media Documents Request Attach: 2020 ICC MAFs (1); 2020 ICC MAFs; 2020 ICC MAFs; 2020 ICC MAFs

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1336	2022-09-08	ARMY-ADS-0000000018	ARMY-ADS-0000000107	Highly Confidential	Army Slide Deck (Sep. 8, 2022) - FY23 Paid National Media Non-Upfront Tactical Recommendation
1337	2022-09-09	MSFT-LIT-0000039620	MSFT-LIT-0000039627	Highly Confidential - AEO	Microsoft Audience Network - Publisher Partner Growth FAQ
1338	2022-09-14	GOOG-AT-MDL-000881089	GOOG-AT-MDL-000881128	Highly Confidential	Google Slide Deck - DV360 Optimizations ENG deep dive
1339	2022-09-14	METAGOOG00029251	METAGOOG00029256	Highly Confidential	NY Trip Brief: Estee Lauder
1340	2022-09-14	USPS-ADS-0000620144	USPS-ADS-0000620145	Highly Confidential	Email (Sep. 14, 2022) From: B. Pasco To: L. Ernst CC: J. Tapia Subject: Avoid Surcharge Optimization
1341	2022-09-14	USPS-ADS-0000104815	USPS-ADS-0000104839	Confidential	Email (Sep. 14, 2022) From: M. Knopf To: K. Wilins, C. Karpenko, K. Pompanella, P. Kallat, L. Ernst, C. Winters, F. Corcoran, S. Starr, B. Pasco, S. Chang, A. Marlatt, L. Catucci Subject: RE: Hold for Universal McCann - Key Supplier Meeting Attach: 2022 YE Review UM Portion 9.14.22
1342	2022-09-14	CENSUS-ADS-0000248031	CENSUS-ADS-0000248186	Highly Confidential	Email (Sep. 14, 2022) From: K. Johnson To: K. Anderson Subject: Census Media 1010 Deck Attach: Census Media 1010 Deck
1343	2022-09-14	CENSUS-ADS-0000248031	CENSUS-ADS-0000248186	Highly Confidential	Email (Sep. 14, 2022) From: K. Johnson To: K. Anderson Re: Census Media 101 Deck Attach: Census Media 101 Deck
1344	2022-09-14	USAF-ADS-0000860595	USAF-ADS-0000860602	Confidential	Email (Sep. 14, 2022) From: R. Fore To: L. Stott CC: C.n Keating Subject: FW: Action: HAF-220902-LG3C CRFI // HASC PSM - Social Media Recruiting SUSP 13 Sep. 22 Attach: RE: CRFI//HASC PSM - AF Recruiting Marketing/Advertising
1345	2022-09-15	METAGOOG00029238	METAGOOG00029257	Highly Confidential	Email (Sep. 15, 2022) From: R. Engberg To: W.Platt-Higgins CC: K. Kennedy Subject: [READ] 9/16 Daily Brief + Schedule Attach: 9.16.22 Schedule, ABI Brief, ELC Brief, Get to know GC Leadership

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1346	2022-09-16	N/A	N/A	Publicly available	Xandr Monetize SSP allows advertisers to target inventory types like App & Web, App Only, or Web Only. See Supply Type Targeting, Xandr Documentation Center, September 16, 2022
1347	2022-09-18	USAF-ADS-0000001422	USAF-ADS-0000001476	Confidential	Email (Sep. 18, 2022) From: N. Rudyk To: B. Dickley, L. Stott, R. Lane, A. Rome, et al. CC: B. Bradbury, B. Ziemen, N. Giron, et al. Subject: [Non-DoD Source] Re: TO 64 Inspire/TO 63 Engage & Recruit PO-1 Reverse Media Plan Attach: TO 63&64 AFR; TO 63_64 AFR RevMedia Recommendation 9.19.22
1348	2022-09-19	USAF-ADS-0000000562	USAF-ADS-0000000581	Highly Confidential	Email (Sep. 19, 2022) From: R. Norah To: R. Lane, An. Charvat, S. China, A. Rome, et al. cc: B. Bradbury, D. Baker, D. Kersey, B. Wiethorn, et al. Subject: [Non-DoD Source] TO 64 FY 22 Inspire MSR August 2022 Attach: August_T.).64 REGAF Monthly Report; August_TO 063 ANG Monthly Report; TO 63-64 USSF August Report; TO 64 Inspire Aug2022
1349	2022-09-19	USAF-ADS-0000000130	USAF-ADS-0000000150	Confidential	Email (Sep. 19, 2022) From: N. Rudyk To: R. Land, A. Charvat, A. Rome, L. Stott, T. Debrow CC: B. Bradbury, B. Zieman, D. Baker, D. Kersey, et al. Subject: [Non-DoD Source] To 63 Engage & Recruit Attach: REGAF Monthly Report
1350	2022-09-19	USAF-ADS-0000418778	USAF-ADS-0000418810	Highly Confidential	Email (Sep. 19, 2023) From: R. Hatch To: A. Charvat Subject: FW: [Non-DoD Source] TO 51 Digital Engagement Monthly Reporting August 2022 Attach: TO 51 Aug 22 REPORTING.pdf; August_T.O. 0051 AFR Report.pdf; T051_Chaplain ReportirigAugust.pdf; August 2022 TO 51 Paid Media Report.pdf; TOS1 H P-CA_Reportig August.pdf; T051_JAG_Reportig August.pdf; T051 August Special Warfare Report.pdf; T051 August Band Reporting.pdf; smime.p7s

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1351	2022-09-20	USPS-ADS-0000623759	USPS-ADS-0000623841	Highly Confidential	Email (Sep. 20, 2022) From: L. Ernst To: B. Pasco CC: M. Knopf, D. McGregor, S. Zavala, T. Camp, L. Ernst, S. Starr, B. Pasco, M. Bottenberg Subject: [EXTERNAL] Billing - FY'22 Q4 JAS - September Attach: 1USP Master Invoice Billing Package 9.20 FY'22 Workbook
1352	2022-09-26	GOOG-AT-MDL-006112402	GOOG-AT-MDL-006112408	Highly Confidential	Team Expectations Document (Q4 2022)
1353	2022-09-29	NHTSA-ADS-0000511601	NHTSA-ADS-0000511602	Confidential	Email (Sep. 29, 2022) From: S. McMeen To: M. Joyce CC: K. Hong, E. Nilsson Subject: RE: OST Advertising Report
1354	2022-09-29	NHTSA-ADS-0000384605	NHTSA-ADS-0000384607	Confidential	Email (Sep. 29, 2022) From: S. McMeen To: Susan & John Subject: response Attach: OST Advertising Report
1355	2022-09-30	ARMY-ADS-0000186428	ARMY-ADS-0000186431	Highly Confidential	Email (Sep. 30, 2022) From: L. Morris To: K. Nelson CC: L. Craig Subject: RE: Updates MMM Memo Q3 Attach: Q3 FY22 National Media Investment Optimizations (Morris Notes)
1356	2022-10-00	GOOG-AT-MDL-000040496	GOOG-AT-MDL-000040501	Highly Confidential	What it takes to win: Retail Media
1357	2022-10-00	GOOG-AT-MDL-018691504	GOOG-AT-MDL-018691533	Highly Confidential	Google Slide Deck (Oct. 2022) - GBO & Sellside Ads Org Overview
1358	2022-10-04	GOOG-AT-MDL-B-004783474	GOOG-AT-MDL-B-004783485	Highly Confidential	GBO Comm Doc - My Ad Center
1359	2022-10-07	GOOG-AT-MDL-001138488	GOOG-AT-MDL-001138497	Confidential	DV360 Optimized Targeting Overview
1360	2022-10-10	GOOG-AT-MDL-009756999	GOOG-AT-MDL-009757019	Highly Confidential	Google Slide Deck - DV360 & Yahoo!: Competitive Selling Guide
1361	2022-10-12	GOOG-AT-MDL-006054174	GOOG-AT-MDL-006054330	Confidential	Google Slide Deck - News & EFT Summit
1362	2022-10-13	GOOG-AT-MDL-001975546	GOOG-AT-MDL-001975571	Highly Confidential	Google Comms Doc - SupplyChain Object
1363	2022-10-13	N/A	N/A	Publicly available	Microsoft Blog Post (Oct. 13, 2022): R. Wilk, Powering Netflix's new ad-supported tier
1364	2022-10-19	MSFT-LIT-0000060494	MSFT-LIT-0000060494	Highly Confidential - AEO	Deck - Microsoft and News Corp Partner Day
1365	2022-10-16	STR_00000565	STR_00000572	Highly Confidential	NHTSA 2022 Teen Safety Campaign Final Report (Oct. 2022) Campaign Paid Media Snapshot
1366	2022-10-19	GOOG-AT-MDL-019152758	GOOG-AT-MDL-019152776	Highly Confidential	Google Slide deck - gTech Update (Q3 2022): Sell Side Leads
1367	2022-10-20	MSFT-LIT-0000073440	MSFT-LIT-0000073440	Highly Confidential - AEO	Slide Deck - Netflix Status, "Halo Effects" & CTV

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1368	2022-10-20	NHTSA-ADS-0000344712	NHTSA-ADS-0000344848	Highly Confidential	Email (Oct. 20, 2022) From: S. McMeen To: J. Valles CC: J. Syner Subject: OSt Follow-up Questions and Advertising Updated Attach: Media Services for Traffic Safety Public
1369	2022-10-24	NAVY-ADS-0000374151	NAVY-ADS-0000374171	Highly Confidential	Y& R Digital Media Bill (Oct. 24, 2022) Client: NV0 Navy Invoice: 2A1307M
1370	2022-10-25	NHTSA-ADS-0000384417	NHTSA-ADS-0000384452	Confidential	Email (Oct. 25, 2022) From: S. McMeen To: Susan & John Subject: FW: Updated: HVE Campaign Briefing Attach: NHTSA Paid Media Campaigns
1371	2022-10-27	ARMY-ADS-0000154806	ARMY-ADS-0000154808	Highly Confidential	Email (Oct. 27, 2022) From: L. Morris To: L. Craig Subject: RE: End of a PoP budget adjustments (revision)
1372	2022-10-28	GOOG-DOJ-AT-02645892	GOOG-DOJ-AT-02645892	Confidential	Google Spreadsheet - Archived Previous Forecast Views (2018 & 2019)
1373	2022-10-31	ARMY-ADS-0000045770	ARMY-ADS-0000045778	Highly Confidential	Email (Oct. 31, 2022) From: R. Kresnicka To: R. Castro, L. Morris, M. Hamper, L. Craig CC: R. Green, A. Pospesel, N. Broler, J. Reese, K. Sundberg, T. Milazzo, et al. Subject: [URL VERDICT: Neutral] [Non-DoD Source] FY22 Compo 1,2,3 AMEDD & Officer National Media Flowcharts - Oct'22 Issuance Attach: 22-NMTF Compo 2 FLowcharts & Change Tracker (Oct. 2022)
1374	2022-11-00	TWDC_GOOG_00076919	TWDC_GOOG_00076941	Highly Confidential	Yield Optimized Delivery Allocation (Y.O.D.A) - Product Requirement Document
1375	2022-11-00	GOOG-AT-MDL-008228528	GOOG-AT-MDL-008228556	Highly Confidential	Google Slide Deck (Nov. 2022) - DVAA Machine Costs
1376	2022-11-00	MSFT-LIT-0000003426	MSFT-LIT-0000003429	Highly Confidential - AEO	Xandri in Microsoft - Product Synergies Sneak Peek Presentation (Nov. 2022)
1377	2022-11-01	GOOG-AT-MDL-010369886	GOOG-AT-MDL-010369897	Confidential	Email (Nov. 1, 2022) From: D. Jean To: D. Jean Subject: Copy of [LOCKED] 2022 PLS Content Outline: Keynote Attach: Copy of [Locked] 2022 PLS Content Outline

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1378	2022-11-01	GOOG-AT-MDL-012039586	GOOG-AT-MDL-012039589	Confidential	Email (Nov. 1, 2022) From: S. Thomas To: E. Indacochea CC: S. Upadhyay, R. Figueriredo Sousa, A. Nandan Subject: The Trade Desk: Initiating Coverage
1379	2022-11-02	GOOG-AT-MDL-004211974	GOOG-AT-MDL-004211981	Confidential	DV360 CTV: Support Needed to Compete Against The Trade Desk, Amazon DSP
1380	2022-11-08	PBMTC-ANTRST-002360	PBMTC-ANTRST-002380	Publicly available	PubMatic Q3 2022 Earnings Call (Nov. 8, 2022)
1381	2022-11-08	CMS-ADS-0000529199	CMS-ADS-0000529200	Highly Confidential	Email (Nov. 8, 2022) From: A. Bramlett To: J. Biganini, B. Johanson, M. Ownes, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, et al. Subject: RE: Open Enrollment Report Week 4: 10/15 -11/6
1382	2022-11-09	GOOG-AT-MDL-008778351	GOOG-AT-MDL-008778356	Highly Confidential	Project Poirot
1383	2022-11-09	GOOG-AT-MDL-018366782	GOOG-AT-MDL-018366833	Highly Confidential	Google Slide Deck (Nov. 8, 2022) - Ad Manager Workshop
1384	2022-11-09	MSFT-LIT-0000004160	MSFT-LIT-0000004163	Highly Confidential - AEO	Slide outline "Xandr in Microsoft Product Synergy Slides - Phase 2 - For Buyers - Talk Track"
1385	2022-11-09	NAVY-ADS-0000035513	NAVY-ADS-0000035516	Confidential	Email (Nov. 9, 2022) From: A. Owens To: N. Wachter, R. Fisch CC: S. Milliet, C. Edmondson, D. Benham Subject: Fw: Offsite Date Request
1386	2022-11-10	GOOG-AT-MDL-012065677	GOOG-AT-MDL-012065679	Confidential	Email (Nov. 10, 2022) From: D. Zutter To: Ads Strategix Intelligence Distribution BCC: S. Thomas Subject: Fwd: Market Intelligence - The Trade Desk 3Q22 Earnings: Significantly outperforming DV3 and digital ads peers
1387	2022-11-10	GOOG-AT-MDL-008314274	GOOG-AT-MDL-008314279	Confidential	Slide Deck - The Navy Partnership + Google: FY 2023 Joint Business Partnership Proposal
1388	2022-11-15	USAF-ADS-0000848193	USAF-ADS-0000848259	Highly Confidential	Air National Guard Slide Deck (Nov. 15, 2022) T.O. 064 Inspire & 063 Engage/Recruit ANG Merdia Recommendation
1389	2022-11-15	GOOG-AT-MDL-010372773	GOOG-AT-MDL-010372831	Confidential	Google Slide Deck - GNI 2.0 & the Future of Our Ecosystems Work: Global News Partnerships virtual offsite
1390	2022-11-15	NHTSA-ADS-0000494373	NHTSA-ADS-0000494376	Highly Confidential	Email (Nov. 15, 2022) From: M. Joyce To: S. McMeen CC: M. Joyce Subject: 2022 ADAS Media Campaign Report - Feb - Oct. 2022 Attach: 2022 October NHTSA Vehicle ADAS Report

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1391	2022-11-17	NAVY-ADS-0000033360	NAVY-ADS-0000033471	Highly Confidential	Meeting Invite From: A. Owens To: S. Howard Location: Microsoft Team Meeting Start: 11/17/2022
1392	2022-11-21	NAVY-ADS-0000373978	NAVY-ADS-0000374145	Highly Confidential	Y&R Digital Media Bill (Nov. 21, 2022) Client: NV0 Navy Invoice: 2B1354M1
1393	2022-11-21	NAVY-ADS-000015543	NAVY-ADS-000015622	Confidential	Email (Nov. 21, 2022) From: T. Belk To: D. Sangster CC: J. Kelly, A. Owens, S. Ray, R. Fisch, D. Ronnie Subject: October EOM Reports Attached Attach: N9 Data Czar Bible October 2022; October 2022 Analytics Assessment; October 2022 Channel Summary
1394	2022-11-23	CMS-ADS-0000593107	CMS-ADS-0000593110	Highly Confidential	Email (Nov. 23, 2022) From: J. Biagini To: A. Bramlett, M. Edward, B. Johanson, M. Owen, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, R. Denise, et al. Subject: Re: Open Enrollment Report Week 6: 10/15 - 11/20 Attach: 2022 Open Enrollment Flowchart_V8
1395	2022-11-24	GOOG-AT-MDL-008901305	GOOG-AT-MDL-008901305	Highly Confidential	AViDly voting Q4 2022
1396	2022-11-25	CRITEO_GOOGLELIT_0000011698	CRITEO_GOOGLELIT_0000011708	Highly Confidential	COMP/AT.40670 - Google -AdTech and Data-related practices - RFI 18 to DSPs
1397	2022-11-28	TBLA-00001831	TBLA-00001837	Publicly available	Alternatives to Google Ads: The best competitors to Search
1398	2022-11-29	TTD_DOJ-GOOG23-0012267	TTD_DOJ-GOOG23-0012286	Highly Confidential - AEO	Email (Nov. 29, 2022) From: R. Dube To: S. Jacobson, E. Chater, T. Sims, G. Pitigoi-Aron, S. Uddin CC: L. Schenkein, B. Yoon, R. Banerjee Subject: FW: 3 Year Plan TAM - Update Attach: TAM Scenarios (11.28.2022)
1399	2022-11-30	CMS-ADS-0000626504	CMS-ADS-0000626507	Highly Confidential	Email (Nov. 30, 2022) From: J. Biagini To: A. Bramlett, E. Mace, B. Johanson, M.a Owens, C. Smith, M. Abreu, C. Koepke, et al. CC: D. Rebman, M. Cherrier, J. Neptune, D.e Rogozin, et al. Subject: Re: Open Enrollment Report Week 7 Attach: 2022 Open Enrollment Flowchart

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1400	2022-11-30	ARMY-ADS-0000043190	ARMY-ADS-0000043204	Highly Confidential	Email (Nov. 30, 2022) From: C. Zavala To: R. Castro, L. Morris, M. Hamper, L. Craig, S. Stone CC: R. Green, A. Pospesel, N. Broler, et al. Subject: [Non-DoD Source] FY22 and FY23 Compo 1,2,3 AMEDD & Officer National Media Flowcharts - November'22 Issuance Attach: 22-NMTF Compo 2 Flowcharts & Change Tracker, etc.
1401	2022-12-00	GOOG-AT-MDL-009720928	GOOG-AT-MDL-009720945	Highly Confidential	Google Slide Deck - 2022 G&A Wrapped
1402	2022-12-06	GOOG-AT-MDL-008717551	GOOG-AT-MDL-008717587	Confidential	Google Slide Deck (Dec. 6, 2022) - Ads Safety All Team
1403	2022-12-07	CENSUS-ADS-0000245053	CENSUS-ADS-0000245055	Confidential	Email (Dec. 7, 2022) From: L. Velez To: S. Scheid, K. Johnson CC: L. Sewell Subject: RE: Question about adding requirements to decennial census advertising contracts to assist with future research
1404	2022-12-08	N/A	N/A	Publicly available	Ad-Supported Disney+ Plan Now Available In The U.S. With More Than 100 Advertisers Across All Major Categories At Launch, The Walt Disney Company, December 8, 2022
1405	2022-12-09	USAF-ADS-0000848189	USAF-ADS-0000848192	Highly Confidential	Email (Dec. 9, 2022) From: B. Zieman To: A. Charvat CC: A. Rome, R. Lane Subject: [Non-DoD Source] REVISED AIR 263G218 TO 63 Engage & Recruit ANG Media Plan Attach: RevisedANG T.O. 63_64 Media Plan (MOD)
1406	2022-12-13	GOOG-AT-MDL-003206332	GOOG-AT-MDL-003206358	Confidential	Google Slide Deck (Dec. 13, 2022) - Project Montana Recast Review
1407	2022-12-13	ARMY-ADS-0000126052	ARMY-ADS-0000126052	Highly Confidential	Email (Dec. 13, 2022) From: L. Morris To: L. Morris Subject: [Non-DoD Source] Anthem
1408	2022-12-14	NAVY-ADS-0000028530	NAVY-ADS-0000028531	Highly Confidential	Email (Dec. 14, 2022) From: R. Fisch To: S. Milliet, S. Ray CC: D. Sangster, J. Dwyer, A. Owens, J. Kelly Subject: [Non-DoD Source] Re: Adv ROI Project - Questions
1409	2022-12-14	NAVY-ADS-000028530	NAVY-ADS-000028531	Highly Confidential	Email (Dec. 14, 2022) From: R. Fisch To: S. Milliet, S. Ray CC: D. Sangster, J. Dwyer, A. Owens, J. Kelly Subject: Adv ROI Project - Questions

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1410	2022-12-15	GOOG-AT-MDL-010370874	GOOG-AT-MDL-010370908	Highly confidential	Google Slide deck (Dec. 15, 2022) - Sellside "need-to-Know"
1411	2022-12-15	GOOG-DOJ-AT-02647839	GOOG-DOJ-AT-02647839	Highly Confidential	Project Slice P&Ls Excel
1412	2022-12-15	GOOG-DOJ-AT-02647850	GOOG-DOJ-AT-02647850	Highly Confidential	DVAA P&L Google Spreadsheet
1413	2022-12-15	GOOG-DOJ-AT-02649859	GOOG-DOJ-AT-02649859	Highly Confidential	Google Spreadsheet - P&L spreadsheet
1414	2022-12-15	GOOG-DOJ-AT-02649868	GOOG-DOJ-AT-02649868	Highly Confidential	2022 Display P&L Google Spreadsheet
1415	2022-12-16	N/A	N/A	Publicly available	Index Exchange Blog Post (Dec. 16, 2022): The Most Agile Year On Record: Top Programmatic Ad Trends to Watch in 2023
1416	2022-12-16	NAVY-ADS-0000029448	NAVY-ADS-0000029525	Highly Confidential	Email (Dec. 16, 2022) From: B. Mason To: A. Owens, P. Garlinghouse, L. Eastwood, et al. CC: A. Paige-Powers, et al. Subject: TNP Presentation of Q2 Tactical Media Plan Attach: Navy Feb-May Tactical Media - Final
1417	2022-12-16	USAF-ADS-0000785936	USAF-ADS-0000785960	Confidential	Email (Dec. 16, 2022) From: R. Conroy To: L. Stott, E. Cardenas CC: T. Grabarczyk Subject: RE: For Review / TO71 / Updated FY23Q2 Local Digital Media Plan Attach: smime.p7s
1418	2022-12-23	N/A	N/A	Highly Confidential	Air Force Communication with Attorneys Timeline
1419	2022-12-23	N/A	N/A	No designation	Navy Communications with Attorneys
1420	2022-12-31	N/A	N/A	Publicly available	Criteo 10-K (for the Fiscal Year Ended December 31, 2022)
1421	2022-12-31	N/A	N/A	Publicly available	Magnite 10-K for fiscal year ended December 31, 2022
1422	2023-00-00	N/A	N/A	Publicly available	Ads Safety Report 2023
1423	2023-00-00	N/A	N/A	Publicly available	Amazon, Amazon DSP - Start advertising with a demand side platform, 2023
1424	2023-00-00	N/A	N/A	Publicly available	2023 Bad Bot Report
1425	2023-00-00	CRITEO_GOOGLELIT_0000003430	CRITEO_GOOGLELIT_0000003432	Highly Confidential	Slide deck - Criteo & Google 2023 Technical Plan
1426	2023-00-00	N/A	N/A	Publicly available	Meta, Discover Facebook Ad Formats for Your Business Goals, 2023
1427	2023-00-00	TWDC_GOOD_00076949	TWDC_GOOD_00076965	Highly Confidential	Rebecca Jarvis Speaker Notes for the 2023 Disney Tech & Data Showcase
1428	2023-00-00	N/A	N/A	Publicly available	FreeWheel, Products, 2023 (providing an overview of Comcast's FreeWheel offerings)
1429	2023-00-00	GOOG-AT-MDL-004685078	GOOG-AT-MDL-004685119	Highly Confidential	Slide Deck: Team DDB, AEMO + Google - 2023 Partnership + 2024 Planning
1430	2023-00-00	GOOG-AT-MDL-006093095	GOOG-AT-MDL-006093162	Highly Confidential	Google Slide Deck (Q1'23) - Competitive Selling deep dive
1431	2023-00-00	GOOG-AT-MDL-009709863	GOOG-AT-MDL-009709863	Highly Confidential	Google Display P&L 2023
1432	2023-00-00	GOOG-AT-MDL-010373988	GOOG-AT-MDL-010374040	Confidential	Google Slide Deck - Ad Manager: Web Capabilities

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1433	2023-00-00	GOOG-AT-MDL-010376818	GOOG-AT-MDL-010376975	Confidential	Google Slide Deck - Sellside Roadshow 2023 - Product Roadmap (Day 1)
1434	2023-00-00	GOOG-AT-MDL-013019905	GOOG-AT-MDL-013019949	Highly Confidential	Google Slide Deck (Q1 2023) - Synthesis: Business Insights
1435	2023-00-00	GOOG-AT-MDL-016509193	GOOG-AT-MDL-016509204	Highly Confidential	Google Ad Manager 2023 Operating Plan
1436	2023-00-00	N/A	N/A	Publicly available	Amazon, Homepage - Amazon Publisher Services, 2023; and Amazon Jobs, Publisher Technology, 2023
1437	2023-00-00	N/A	N/A	Publicly available	Digital Ad Fraud Handbook - IAB
1438	2023-00-00	N/A	N/A	Publicly available	Meta, Meta Audience Network: Code of Conduct, 2023
1439	2023-00-00	N/A	N/A	Publicly available	Meta, Meta for Business: New Campaign Structure, 2023
1440	2023-00-00	N/A	N/A	Publicly available	Microsoft, Xandr – Publisher Platforms, 2023
1441	2023-00-00	N/A	N/A	Publicly available	Prebid, Introduction to Prebid, 2023
1442	2023-00-00	N/A	N/A	Publicly available	PubMatic, Activate the Future of Video & CTV Buying Today, 2023
1443	2023-00-00	N/A	N/A	Publicly available	PubMatic Q1 2023 Earnings Call: Prepared Remarks
1444	2023-00-00	TTD DOJ-GOOG23-0033644	TTD DOJ-GOOG23-0033644	Highly Confidential - AEO	Spreadsheet summarizing display ad spending
1445	2023-01-00	COM-00001141	COM-00001153	Highly Confidential	CTV Programmatic Head-to-Head Test (Jan. 2023) Google vs. The Trade Desk
1446	2023-01-00	GOOG-AT-MDL-018838673	GOOG-AT-MDL-018838675	Highly Confidential	PR Comms Doc: Malvertising
1447	2023-01-00	TTD DOJ-GOOG23-0001194	TTD DOJ-GOOG23-0001227	Highly Confidential - AEO	Slide Deck (Jan. 2023) - Unified Id 2.0 for publishers
1448	2023-01-03	CMS-ADS-0000189390	CMS-ADS-0000189390	Highly Confidential	Email (Jan. 3, 2023) From: M. Wolin To: M. Wolin, B. Charles, C. Koepke, M. Hough Subject: DOJ-HHS/CMS Call regarding Online Advertising Purchasing
1449	2023-01-04	TTD DOJ-GOOG23-0012445	TTD DOJ-GOOG23-0012468	Highly Confidential - AEO	Email (Jan. 4, 2023) From: C. Toth To: J. Green, B. Grayson, T. Sims, L. Schenkein, I. Colley, M. Zurich CC: J. Graces Subject: The Trade Desk Initiation (Neutral, \$43 target): Not Ready to Make a Trade Attach: NSR TTD Initiation
1450	2023-01-05	CENSUS-ADS-0000074490	CENSUS-ADS-0000074542	Confidential	2020 Census Evaluation Report Investigating Digital Advertising and Online Self-Response
1451	2023-01-06	CENSUS-ADS-0000074369	CENSUS-ADS-0000074414	Confidential	2020 Census Program Internal Memorandum Series Date: Jan 6, 2023 Memo For: The Record From: Jennifer W. Reichert Subject: 2020 Census Investigating Digital Advertising and Online Self-Response Evaluation Report
1452	0000-01-09	USPS-ADS-0000899149	USPS-ADS-0000899151	Confidential	Text Message (Jan. 9) To: (301) 437-7574

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1453	2023-01-09	USPS-ADS-0000140586	USPS-ADS-0000140588	Confidential	Email (Jan. 9, 2023) From: M. Gardner To: C. Karpenko CC: A. Korns Subject: OIG Request for Assistance
1454	2023-01-09	CENSUS-ADS-0000709086	CENSUS-ADS-0000709087	Confidential	Email (Jan. 9, 2023) From: K. Johnson To: M. Cannon Subject: Re: Questions Related to Digital Advertising
1455	2023-01-09	GOOG-AT-MDL-002038329	GOOG-AT-MDL-002038380	Highly Confidential	Email (Jan. 9, 2023) From: E. Adamu To: C. Verhoofstad CC: multiple Google recipients Subject: Re: #1 Performant DSP Attach: DSP 2H 2022 Report
1456	2023-01-10	TTD_DOJ-GOOG23-0032468	TTD_DOJ-GOOG23-0032469	Highly Confidential - AEO	Email (Jan. 10, 2023) From: M. Blacker To: M. Fogarty Subject: Blacker Pub stuff
1457	2023-01-11	CMS-ADS-0000064968	CMS-ADS-0000064971	Highly Confidential	Email (Jan. 11, 2023) From: H. Baier To: M. Broccolino CC: C. Koepke, L. Salerno, C. Astrin, M. Krawczyk, B. Johanson Subject: SMG Weekly Agenda Attach: IAT email; IRA rollout - draft content insulin vaccinations; Jan2023
1458	2023-01-11	USPS-ADS-0000041965	USPS-ADS-0000041965	Confidential	Email (Jan. 11, 2023) From: L. Catucci To: C. Karpenko CC: M. Bottenberg, B. Pasco Re: [redacted] Attach: USPS Official Allow List 2022
1459	2023-01-11	USPS-ADS-0000041966	USPS-ADS-0000041966	Confidential	Spreadsheet attached to exhibit 36a
1460	2023-01-11	USPS-ADS-0000043815	USPS-ADS-0000043816	Confidential	Email (Jan. 11, 2023) From: M. Knopf To: C. Karpenko Subject: [redacted]

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1461	2023-01-12	CMS-ADS-0000531032	CMS-ADS-0000531072	Highly Confidential	Email (Jan. 12, 2023) From: C. Koepke To: H. Baier Subject: FW: Fraud Contract Attach: 75CMC18D0045; Task Order Terms and Conditions; Statement of Work; Contractor Conflict of Interest
1462	2023-01-17	MSFT-LIT-0000040248	MSFT-LIT-0000040248	Highly Confidential - AEO	Slide Deck - Matching refresher and all our similarities to Google Ads
1463	2023-01-17	USPS-ADS-000902290	USPS-ADS-000902373	Confidential	Email (Jan. 17, 2023) From: S. Chang To: C. Karpenko CC: M. Votsch, M. Bottenberg, S. Boardman, M. Weaver Subject: RE: UM Contract Attach: Fully Executed; 2022 Specialty Services Addendum; USPS Matterkind Lead Gen - OBM Scope
1464	2023-01-17	CENSUS-ADS-0000244816	CENSUS-ADS-0000244818	Confidential	Email (Jan. 17, 2023) From: J. Benson To: K. Johnson CC: J. Lee, kmccaffrey@reingold.com Re: Fwd: Question re: Digital Ads for 2020 Attach: AIAN MAF_Digital Incremental for NRFU MAF
1465	2023-01-18	GOOG-AT-MDL-013277655	GOOG-AT-MDL-013277658	Highly Confidential	PRD: No yield group header bidding O&E
1466	2023-01-18	CMS-ADS-0000440295	CMS-ADS-0000440295	Confidential	Email (Jan. 18, 2023) From: H. Baier To: C. Koepke, L. Salerno, B. Johanson Subject: Barb's 2:1 agenda
1467	2023-01-18	CMS-ADS-0000569654	CMS-ADS-0000569667	Confidential	Email (Jan. 18, 2023) From: M. Hinkes To: L. Salerno CC: C. Koepke, N. Duffy Subject: Re: Medicare Savings Search Analysis Deep Dive Attach: CMS + Google Call 1.13
1468	2023-01-23	N/A	N/A	Publicly available	Microsoft, Microsoft and OpenAI extend partnership, January 23, 2023
1469	2023-01-23	N/A	N/A	Highly Confidential	Israel Figure 91: Google Ads U.S. Spending via Third-Party Exchanges, 2015-2022
1470	2023-01-24	GOOG-AT-MDL-009533626	GOOG-AT-MDL-009533627	Confidential	Email (Jan. 24, 2023) From: J. Spero To: B. Kraham CC: K. Alessi, D. Taylor, K. Stocks, N. Chadha, D. Weinstein, et al. Subject: Re: Jerry Notes

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1471	2023-01-24	NHTSA-ADS-0000250045	NHTSA-ADS-0000250049	Highly Confidential	Email (Jan. 24, 2023) From: J. Flannery To: E. Nilsson CC: S. McMeen Subject: Questions for Campaigns Attach: Data Call - NHSTA Media Process
1472	2023-01-24	NHTSA-ADS-0000328452	NHTSA-ADS-0000328455	Confidential	Email (Jan. 24, 2023) From: S. McMeen To: J. Vallesse CC: S. McMeen Subject: OST Media Process and Impressions Questions Attach: NHTSA Media Process 12423
1473	2023-01-26	GOOG-AT-MDL-017191980	GOOG-AT-MDL-017192033	Highly Confidential	Google Slide Deck (Jan. 26, 2023) - Alphabet Inc. 2022 Audit Results
1474	2023-01-30	N/A	N/A	Publicly available	OpenX Press Release (Jan. 30, 2023): OpenX Announces First Programmatic Horizon Media Blu.ID Integration
1475	2023-02-00	CRITEO_GOOGLELIT_0000006967	CRITEO_GOOGLELIT_000000697	Highly Confidential	PDG Update Q1 2023 Presentation (Feb. 2023) Tech/Product Workshop
1476	2023-02-00	GOOG-AT-MDL-019180822	GOOG-AT-MDL-019180904	Highly Confidential	Google Slide Deck (Feb. 2023) - Ads Privacy & Regulations Q1 2023 OKR Review
1477	2023-02-01	GOOG-AT-MDL-009858476	GOOG-AT-MDL-009858505	Highly confidential	Google Slide deck (Feb. 1, 2023) - Publisher-first approach
1478	2023-02-02	N/A	N/A	Publicly available	Alphabet Inc. Form 10-K for the fiscal year ended December 31, 2022
1479	2023-02-02	COM-00000104	COM-00000232	Highly Confidential	Q2 2023 HQ Product Diff Tactical Review (Feb. 2, 2023) Presentation
1480	2023-02-02	N/A	N/A	Publicly available	Meta 10-K for 2022
1481	2023-02-03	N/A	N/A	Publicly available	Helping Publishers Implement the Criteo ID to Increase Revenue, Equativ, February 3, 2023
1482	2023-02-06	NEWSCORP_GOOG_0000158	NEWSCORP_GOOG_0000165	Highly Confidential	Dow Jones AdTech: FY24 Investment Overview
1483	2023-02-14	USPS-ADS-0000042055	USPS-ADS-0000042181	Confidential	Email (Feb. 14, 2023) From: A. Meehan To: C. Karpenko, K. Copeland, T. Simmons, M. Bottenberg, R. Hines, S. Starr, S. Holman, T. Poling CC: N. Torres, M. Knopf, L. Catucci, G. Scarpa, at al. Subject: RE: FY'22 DFA/Connect Recap Attach: FY22 USPS DFA_Connect Wrap Up 2.14
1484	2023-02-15	N/A	N/A	Publicly available	Trade Desk, Inc. 10-K (FY 2022)

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1485	2023-02-15	DOJ-ADS-0000071932	DOJ-ADS-0000071932	Confidential	Email Calendar Invite (Feb. 16, 2023) From: D. Geiger To: B. Kressin Subject: DOJ/Kressin call Start: 2/16/2023 5:15
1486	2023-02-16	USAF-ADS-0000017327	USAF-ADS-0000017345	Highly Confidential	Email (Feb. 16, 2023) From: mike@talonpe.com To: B. Dickey, A. Rome, J. Eitzehhefer, Z. Atkinson CC: S. Joina Subject: [URL Verdict:: Neutral][Non-DoD Source] FW: USAF Recruiting Free Trial CLIX: Partnership Overview Attach: Clix Brand Partnerships 2023, Clix Engagement Metrics
1487	2023-02-18	MSFT-LIT-0000015843	MSFT-LIT-0000015894	Highly Confidential - AEO	Slide Deck - Publishers Adserver
1488	2023-02-21	DOJ-ADS-0000071484	DOJ-ADS-0000071486	Confidential	Email Calendar Invite (Feb. 21, 2023) From: A. Soroca To: D. Geiger Subject: [EXTERNAL] Accepted: FW: Magnite Call @ Tue Feb 21, 2023 Start: 2/21/2023 8:00am
1489	2023-02-22	N/A	N/A	Publicly available	Magnite Reports Record Fourth Quater and Full-Year 202 Results
1490	2023-02-23	GOOG-AT-MDL-009480774	GOOG-AT-MDL-009480784	Highly Confidential	Alejandro Borgia - 2022 Ads Safety Report Training
1491	2023-02-23	MSFT-LIT-0000005353	MSFT-LIT-0000005353	Highly Confidential - AEO	Slide Deck - Questions about supply strategy
1492	2023-02-24	DOJ-ADS-0000070576	DOJ-ADS-0000070579	Confidential	Email Calendar Invite (Feb. 24, 2023) From: J. Roberts To: D. Geiger Subject: DOJ/Kressin call Start: 2/24/2023 11:00
1493	2023-02-24	DOJ-ADS-0000071930	DOJ-ADS-0000071930	Confidential	Teams Meeting (Feb. 24, 2023) From: D. Geiger To: B. Kressin, M. Hough Subject: DOJ/OpenX Call Start: 3/1/2023
1494	2023-02-25	GOOG-AT-MDL-014217466	GOOG-AT-MDL-014217520	Confidential	Google Slide Deck - Google News Initiative: Overview of Programs
1495	2023-02-27	DOJ-ADS-0000071483	DOJ-ADS-0000071483	Highly Confidential	Email (Feb. 27, 2023) From: D. Geiger To: D. Geiger Subject: Magnite Chat
1496	2023-02-28	VOX_00000256	VOX_00000274	Highly Confidential - AEO	Email thread of internal communication re updates regarding an SSP launch

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1497	2023-02-28	DOJ-ADS-0000070181	DOJ-ADS-0000070181	Confidential	Email (Feb. 28, 2023) From: B. Kressin To: D. Geiger Subject: [EXTERNAL] Accepted: DOJ/Advance Local call
1498	2023-03-00	GOOG-AT-MDL-013480014	GOOG-AT-MDL-013480035	Highly Confidential	Google Slide Deck (Mar. 2023) - & Google: Date 2022
1499	2023-03-00	GROUPM 00000350	GROUPM 00000413	Highly Confidential	Programmatic 201 Programmatic Approach Presentation (Mar. 2023)
1500	2023-03-00	N/A	N/A	Confidential	Investor Presentation, First Quarter 2023
1501	2023-03-00	N/A	N/A	Publicly available	Deloitte The CMO Survey - Managing Brand, Growth, and Metrics
1502	2023-03-01	DOJ-ADS-0000070376	DOJ-ADS-0000070379	Confidential	Email (Mar. 1, 2023) From: William (Conde Nast) To: G. Geiger Subject: [EXTERNAL] Tentatively Accepted: FW: DOJ Conde Nast @ Mon 6 Mar 2023 3pm-4pm
1503	2023-03-01	DOJ-ADS-0000071952	DOJ-ADS-0000071954	Confidential	Email (Mar. 1, 2023) From: J. Rooney To: D. Geiger Subject: [EXTERNAL] Accepted: DOJ/Open X Call @ Wed Mar 1, 2023
1504	2023-03-06	GOOG-AT-MDL-012978414	GOOG-AT-MDL-012978420	Highly Confidential	Google Doc (Mar. 6, 2023) LVHM - T2T Karen/Mathilde Event
1505	2023-03-07	GOOG-AT-MDL-014383647	GOOG-AT-MDL-014383649	Highly Confidential	Email (March 7, 2023) From: D. Jean To: C. Barrio Ben-Gur CC: P. Patel, V. Sinaniyev, I. Fradlis, C. Ganon, M. Jordan, S. Sheffer, et al. Subject: Re: [CTV Acceleration] Update #1 Q1 2023
1506	2023-03-08	GOOG-AT-MDL-007017426	GOOG-AT-MDL-007017475	Confidential	Google Slide Deck - Answers to Frequently Asked Questions
1507	2023-03-08	USPS-ADS-0000040943	USPS-ADS-0000040943	Confidential	Email (Mar. 8, 2023) From: C. Karpenko To: L. Catucci Subject: Ad Spend
1508	2023-03-09	GOOG-AT-MDL-009017857	GOOG-AT-MDL-009017877	Highly Confidential	Google Slide Deck - Display P&L Overview
1509	2023-03-13	N/A	N/A	Publicly available	Taboola's 2022 10-K
1510	2023-03-14	N/A	N/A	Publicly available	Magnite Press Release (Mar. 14, 2023): Graeme Lynch, Why advertisers need to optimize their supply paths to prepare for 2023 and beyond

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1511	2023-03-14	GOOG-AT-MDL-011642767	GOOG-AT-MDL-011642768	Highly Confidential	Email (Mar. 14, 2023) From: C. Keeler To: P. Cines CC: OPA NA acquisitions, S. Sheffer, N. Sajous, S. Peros, OPG Americas Functional Leads, V. Sinaniyev, A. Pasha, N. Wolf, et al. Subject: Re: [OPG-NA-Acquisitions] Amazon's IMDb - Deal Closed!
1512	2023-03-20	N/A	N/A	Publicly available	Google, 10 tips for Google Ads budget management, Google Ads Resources (Mar. 20, 2023)
1513	2023-03-22	GOOG-AT-MDL-009484652	GOOG-AT-MDL-009484678	Confidential	Alejandro Borgia, Dan Taylor Ads Safety Report (March 22, 2023)
1514	2023-03-14	GOOG-AT-MDL-009760897	GOOG-AT-MDL-009760974	Highly Confidential	Google Slide Deck (March 14, 2023) - Learn with ASAP Google Marketing Platform Foundations
1515	2023-03-27	GOOG-AT-MDL-011644302	GOOG-AT-MDL-011644304	Confidential	Email (Mar. 27, 2023) From: S. Bolger To: J. Weinberg CC: P. Patel, A. Ciccone, N. Wolf, D. Lam, S. Sheffer, D. Jean, S. Peros, V. Sinaniyev Subject: Re: [OPG-NA- Acquisitions] Re: Coursera Inc. - Deal Closed!
1516	2023-03-29	N/A	N/A	Publicly available	2022 Ads Safety Report, Google
1517	2023-03-29	GOOG-AT-MDL-004021173	GOOG-AT-MDL-004021175	Confidential	Our 2022 Ads Safety Report By: Alajandro Borgia
1518	2023-03-29	GOOG-AT-MDL-004022840	GOOG-AT-MDL-004022841	Confidential	Google Blog Post (Mar. 29, 2023): Announcing the launch of the new Ads Transparency Center
1519	2023-03-29	N/A	N/A	Publicly available	Alejandro Borgia, Our 2022 Ads Safety Report, Google Ads & Commerce Blog
1520	2023-04-00	GOOG-AT-MDL-008930610	GOOG-AT-MDL-008930620	Confidential	Alphabet Document Section: Expense Business Owner: Gabor Turschl Effective Date: January 2006 Revised on: April 2023
1521	2023-04-03	N/A	N/A	Publicly available	About Invest DSP, Xandr Documentation Center, April 3, 2023
1522	2023-04-06	N/A	N/A	Publicly available	U.S. Securities and Exchange Commission, "Exchange Act Reporting and Registration" (Apr. 6, 2023)
1523	2023-04-07	GOOG-AT-MDL-016508208	GOOG-AT-MDL-016508240	Highly Confidential	Google Doc - Ad Traffic Quality FAQs
1524	2023-04-11	MSFT-LIT-0000062147	MSFT-LIT-0000062147	Confidential	Slide Deck - Welcome to Microsoft Advertising
1525	2023-04-11	N/A	N/A	No designation	Plaintiff United States of America's Objections to Defendant Google's First Set of Interrogatories to the United States
1526	2023-04-17	N/A	N/A	Publicly available	Google, Coming soon: April 17, 2023 edition, Display & Video 360 announcements (Apr. 17, 2023)
1527	2023-04-17	GOOG-AT-MDL-009483895	GOOG-AT-MDL-009483925	Highly Confidential	Google Slide Deck - P3 Platforms, Publishers, & Privacy (2023 Spark)

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1528	2023-04-17	N/A	N/A	Publicly available	Magnite Press Release (Apr. 17, 2023): Magnite Launches ClearLine, Giving Ad Agencies a New, Efficient Route to Premium Video Inventory
1529	2023-04-19	N/A	N/A	Publicly available	Andrew Casale, An Open Letter: Strengthening Our Partnership and Commitment to DSPs, Index Exchange, April 19, 2023
1530	2023-04-20	MAGNITE-00002598	MAGNITE-00002671	Highly Confidential	Board of Directors Meeting (Apr. 20, 2023)
1531	2023-04-22	USAF-ADS-0000771759	USAF-ADS-0000771759_0035	Highly Confidential	GSD&M Invoice (Apr. 22, 2023) COTR: TSgt Charvat
1532	2023-04-26	N/A	N/A	No designation	Plaintiff States' Responses and Objections to Google's First Sets of Interrogatories to the States
1533	2023-04-28	DOJ-ADS-0000095371	DOJ-ADS-0000095371	Confidential	Email (Apr. 28, 2023) From: M. Gudzowski To: M. Buse, B. Kressin, N. Rosenhouse Subject: Daily Beast/Antitrust Division Interview
1534	2023-05-00	ADFORM-001835	ADFORM-001884	Highly Confidential	Slide Deck (May 2023) - Monthly Highlights Deck
1535	2023-05-00	COM-00000415	COM-00000435	Highly Confidential	CB NED Q1 2023 Performance QBR (May 2023) Presentation
1536	2023-05-00	GOOG-AT-MDL-009111295	GOOG-AT-MDL-009111303	Confidential	eMarketer - US Ad Spending 2023
1537	2023-05-00	YAH_GG_LIT_003737	YAH_GG_LIT_003887	Highly Confidential	Yahoo doc - Time period (Apr 2018-Mar 2023) Ad Product Attributes
1538	2023-05-01	N/A	N/A	Publicly available	David Mitby, More effective media buying on apps, Google, May 1, 2023
1539	2023-05-05	N/A	N/A	Publicly available	Xandr - Seller Best Practices Webpage
1540	2023-05-09	N/A	N/A	Publicly available	PubMatic, "Q1 2023 Earnings Call: Prepared Remarks," May 9, 2023
1541	2023-05-09	PBMTC-ANTRST-002398	PBMTC-ANTRST-002416	Publicly available	PubMatic Q1 2023 Earnings Call (May 9, 2023)
1542	2023-05-10	N/A	N/A	Publicly available	Refinitiv Street events - Edited Transcript MGNL.QQ - Q1 2023 Magnite Inc. Earnings Call Event Date Time/ May 10, 2023/8:30PM
1543	2023-05-12	GOOG-AT-MDL-018576021	GOOG-AT-MDL-018576496	Confidential	Google Slide Deck - Compilation of Case Studies
1544	2023-05-16	CRITEO_GOOGLELIT_0000000693	CRITEO_GOOGLELIT_000000071	Highly Confidential	BidSwitch Product Proposals
1545	2023-05-17	CRITEO_GOOGLELIT_0000000729	CRITEO_GOOGLELIT_000000073	Highly Confidential	22Q4 - Margin Targets Discussions
1546	2023-05-17	CRITEO_GOOGLELIT_000000075	CRITEO_GOOGLELIT_000000076	Highly Confidential	Understanding our Non-Second Price-Bidder (NSPB)
1547	2023-05-18	CMS-ADS-0001096610	CMS-ADS-0001096610	Highly Confidential	CMS Healthcare General Ledger Accounting System CMSAA DAO Transactions Report
1548	2023-05-24	KVL00000225	KVL00000232	Highly Confidential	Slide Deck - Ad Tech 101
1549	2023-05-24	KVL00000311	KVL00000323	Highly Confidential	Slide Deck - Kevel Overview
1550	2023-05-30	SNAP_00000001	SNAP_00000001	Highly Confidential	Advertising Revenue Spreadsheet
1551	2023-05-31	IX_00000001	IX_00000001	Highly Confidential	Index Exchange - Data Requests
1552	2023-06-02	EQUATIV-0000000001	EQUATIV-0000000077	Highly Confidential	Slide Deck - Internal Guidelines
1553	2023-06-08	N/A	N/A	Publicly Available	Equativ Celebrates One-Year Since Rebrand

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1554	2023-06-09	GOOG-AT-MDL-013271458	GOOG-AT-MDL-013271641	Highly Confidential	DRX Named Release Monthly Updates
1555	2023-06-12	N/A	N/A	Highly Confidential	Plaintiff United States of America's First Supp Response to Google's First Set of Interrogatories to the United States
1556	2023-06-21	N/A	N/A	Publicly available	Google, Google Platform Services Terms and Conditions, Google
1557	2023-06-22	N/A	N/A	Publicly available	Microsoft Advertising Blog Post (June 22, 2023): L. Mackessy & K. D'Souza, AI in action: See the future with Predictive Targeting
1558	2023-06-22	GOOG-AT-MDL-010378088	GOOG-AT-MDL-010378090	Confidential	Adweek: Yahoo and Amobee DSPs Remove Google Open Bidding as a Source of Supply
1559	2023-06-22	GOOG-AT-MDL-016660938	GOOG-AT-MDL-016660956	Confidential	LNA for Bjork Section 1: Contribution, Challenge, Influence, Expertise
1560	2023-06-22	N/A	N/A	No designation	Plaintiff United States of America's Objections to Defendant Google First Set of Requests For Admissions to the United States
1561	2023-06-22	N/A	N/A	No designation	Plaintiff United States of America's Objections to Defendant Google's Second Set of Interrogatories to the United States
1562	2023-06-22	GOOG-AT-MDL-010375463	GOOG-AT-MDL-010375668	Confidential	Sellside Roadshow 2023 Presentation
1563	2023-06-26	N/A	N/A	Confidential	2023.06.26 Privilege Log
1564	2023-07-06	DOJ-ADS-0000096800	DOJ-ADS-0000096938	Highly Confidential	Email (July 6, 2023) From: J. Ryan To: J. Klausner Cc: S. Benowich, V. Liu, D. Henry, R. Zwolinski, K. Clemons, V. Molina, L. Petterson Subject: RE: DOJ/google Ad Tech Litigation - WPP and its operating companies, including Xaxis, VMLY&R and Wunderman Thompson
1565	2023-07-07	N/A	N/A	Highly Confidential	United States of America's Responses to Defendant Google LLC's Second Set of Interrogatories to the United States
1566	2023-07-07	N/A	N/A	Highly Confidential	Plaintiff United States of America's Response to Defendant Google LLC's Second Set of Interrogatories
1567	2023-07-07	N/A	N/A	No designation	Plaintiff United States of America's Response to Defendant Google's First Set of Requests For Admissions To The United States
1568	2023-07-07	N/A	N/A	Highly Confidential	Plaintiff United States of America's Response to Defendant Google's Second Set of Interrogatories to the United States
1569	2023-07-12	GOOG-AT-MDL-008930706	GOOG-AT-MDL-008930753	Confidential	Google Document - Process Information
1570	2023-07-20	N/A	N/A	No designation	Plaintiffs' Objections to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States
1571	2023-08-02	N/A	N/A	No designation	Plaintiff United States of America's Amended Responses to Defendant Google's First Set of Requests For Admissions To The United States
1572	2023-08-03	N/A	N/A	Highly Confidential	Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Census)

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1573	2023-08-03	N/A	N/A	Highly Confidential	Plaintiff United States of America's Second Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (USPS)
1574	2023-08-03	N/A	N/A	Highly Confidential	Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Census Bureau)
1575	2023-08-03	N/A	N/A	Highly Confidential	Plaintiff United States of America's Third Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (USPS)
1576	2023-08-03	N/A	N/A	Highly Confidential	Plaintiffs' Responses to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States
1577	2023-08-07	N/A	N/A	Highly Confidential	Plaintiff United States of America's Corrected Third Supplemental Responses to Defendant Google's First Set Interrogatories to the United States
1578	2023-08-07	N/A	N/A	No designation	Plaintiff United States of America's Second Amended Responses To Defendant Google First Set of Requests For Admissions To The United States
1579	2023-08-09	N/A	N/A	Publicly available	Refinitiv Street events - Edited Transcript MGNI.OQ - Q2 2023 Magnite Inc. Earnings Call Event Date Time/ August 9, 2023/8:30PM
1580	2023-08-10	N/A	N/A	Publicly available	Nic & Zoe marketing mailer (received by Martha in the mail showing how the USPS is helping businesses link the digital and physical worlds with direct mail)
1581	2023-08-10	N/A	N/A	Highly Confidential	Deposition Cheat Sheet - Topic 21: Microsoft DOJ Investigation Communication Timeline
1582	2023-08-10	N/A	N/A	No designation	Plaintiff's Objections to Google's Fourth Set of Interrogatories to the United States and Third Set of Interrogatories to the States
1583	2023-08-10	N/A	N/A	Highly Confidential	Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Navy)
1584	2023-08-10	N/A	N/A	Highly Confidential	Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Navy)
1585	2023-08-15	N/A	N/A	No designation	Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Army)
1586	2023-08-15	N/A	N/A	Highly Confidential	Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Army)
1587	2023-08-16	N/A	N/A	Highly Confidential	Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS)
1588	2023-08-16	N/A	N/A	Highly Confidential	Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS)

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1589	2023-08-17	N/A	N/A	Highly Confidential	Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS)
1590	2023-08-17	N/A	N/A	Highly Confidential	Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS)
1591	2023-08-22	GOOG-AT-MDL-009643831	GOOG-AT-MDL-009643833	Publicly available	Amazon Job - Principal Product Manager, PubTech
1592	2023-08-22	GOOG-AT-MDL-009643834	GOOG-AT-MDL-009643836	Publicly available	Amazon Job - Software Development Engineer, Advertising Publisher Technologies
1593	2023-08-22	GOOG-AT-MDL-009643837	GOOG-AT-MDL-009643840	Publicly available	Amazon Job - Software Development Engineer, Publisher Services
1594	2023-08-22	GOOG-AT-MDL-009643841	GOOG-AT-MDL-009643843	Publicly available	Amazon Job - Principal Product Manager, PubTech, Deals - Rules/Policy
1595	2023-08-22	GOOG-AT-MDL-009643844	GOOG-AT-MDL-009643846	Publicly available	Amazon Job - Software Engineer II, PubTech
1596	2023-08-22	GOOG-AT-MDL-009643847	GOOG-AT-MDL-009643849	Publicly available	Amazon Job - Principal Product Manager, PubTech, PubTech - Signals
1597	2023-08-22	N/A	N/A	Highly Confidential	Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (CMS)
1598	2023-08-22	N/A	N/A	Highly Confidential	Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (CMS)
1599	2023-08-23	N/A	N/A	Publicly available	https://www.nytimes.com/ads.txt
1600	2023-08-24	N/A	N/A	No designation	Plaintiff United States of America's Objections to Defendant Google Second Set of Requests for Admissions to the United States
1601	2023-08-24	N/A	N/A	No designation	Plaintiff Objections to Defendant Google's Fifth Set of Interrogatories to the United States
1602	2023-08-25	N/A	N/A	No designation	Plaintiff United States Responses to Defendant Google's Fourth Set of Interrogatories to the United States
1603	2023-08-25	N/A	N/A	Highly Confidential	Plaintiff United States First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (Air Force)
1604	2023-08-25	N/A	N/A	Highly Confidential	Plaintiff United States Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (Air Force)
1605	2023-08-26	GOOG-AT-MDL-009643850	GOOG-AT-MDL-009643852	Publicly available	Amazon Job - Principal Product Manager - Tech, Twitch, Twitch Advertising
1606	2023-08-26	GOOG-AT-MDL-009643853	GOOG-AT-MDL-009643855	Publicly available	Amazon Job - Software Development Engineer
1607	2023-08-26	GOOG-AT-MDL-009643856	GOOG-AT-MDL-009643858	Publicly available	Amazon Job - Sr. Technical Account Manager, STV Ads, Video Ads
1608	2023-08-26	GOOG-AT-MDL-009643859	GOOG-AT-MDL-009643861	Publicly available	Amazon Job - Principal Product Manager, PubTech, Deals Scheduling
1609	2023-08-26	GOOG-AT-MDL-009643862	GOOG-AT-MDL-009643864	Publicly available	Amazon Job - Software Development Engineer
1610	2023-08-26	GOOG-AT-MDL-009643865	GOOG-AT-MDL-009643867	Publicly available	Amazon Job - Principal Product Manager, PubTech, Publisher Portal User Experience
1611	2023-08-26	GOOG-AT-MDL-009643868	GOOG-AT-MDL-009643871	Publicly available	Amazon Job - Sr. Partner Operations Manager, Prime Video
1612	2023-08-26	GOOG-AT-MDL-009643872	GOOG-AT-MDL-009643875	Publicly available	Amazon Job - Software Development Manager, Amazon Publisher Ad Tech

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1613	2023-08-28	GOOG-AT-MDL-009709671	GOOG-AT-MDL-009709678	Highly Confidential	Google Doc - Display P&L Documentation Summary of Display Products
1614	2023-08-28	N/A	N/A	Highly Confidential	Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (The V.A.)
1615	2023-08-28	N/A	N/A	Highly Confidential	Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (The V.A.)
1616	2023-08-28	N/A	N/A	Publicly available	Buzzfeed Ads.txt file
1617	2023-08-31	GOOG-AT-MDL-009709864	GOOG-AT-MDL-009709864	Confidential	go/adspnl - Summary P&L's
1618	2023-09-05	N/A	N/A	No designation	Plaintiff United States of America's First Supplemental Responses to Defendant Google's Second Set of Interrogatories to the United States (NHTSA)
1619	2023-09-05	N/A	N/A	Highly Confidential	Plaintiff United States of America's Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States (NHTSA)
1620	2023-09-08	N/A	N/A	No designation	Plaintiff States' Supplemental Responses to Defendant Google's Third Set of Interrogatories to the Plf States
1621	2023-09-08	N/A	N/A	No designation	Plaintiff States' Supplemental Responses to Defendant Google's First Set of Interrogatories to the Plf States
1622	2023-09-08	N/A	N/A	No designation	Plaintiff States' Responses to Defendant Google's Fifth Set of Interrogatories to the United States
1623	2023-09-08	N/A	N/A	No designation	Plaintiff's Responses to Defendant Google's Second Set of Requests For Admissions To The United States
1624	2023-09-08	N/A	N/A	No designation	Plaintiff United States' Supplemental Responses to Defendant Google's Fourth Set of Interrogatories to the United States
1625	2023-09-13	N/A	N/A	No designation	Plaintiffs' Supplemental Responses to Defendant Google's Third Set of Interrogatories to the United States and Second Set of Interrogatories to the States
1626	2023-09-13	N/A	N/A	No designation	Plaintiff United States' Second Supplemental Responses to Defendant Google's Fourth Set of Interrogatories to the United States
1627	2023-09-14	N/A	N/A	No designation	Plaintiff's Responses to Defendant Google LLC's Fifth Set of Interrogatories to the United States
1628	2023-09-20	N/A	N/A	Publicly available	Ads.txt Dow Jones - Updated 9/1/2023
1629	2023-09-26	N/A	N/A	Publicly available	Criteo, What You Need to Know About First-Price Auctions and Criteo, Criteo Updates (Sep. 26, 2023)
1630	2023-09-26	N/A	N/A	Highly Confidential	Colonel Horning's Notes
1631	2023-09-29	N/A	N/A	Highly Confidential	Letter from D. Pearl to K. Garcia re RFP 76 (Sep. 29, 2023)
1632	2023-09-29	N/A	N/A	No designation	Plaintiffs' Corrected Supplemental Responses to Defendant Google's Set of Interrogatories to the United States and Second Set of Interrogatories to the Plf States

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1633	2023-09-29	N/A	N/A	Highly Confidential	Plaintiff's Second Supp Responses to Defendant Google LLC's First and Second Sets of Interrogatories to the United States and First Supp Responses to Defendant Google LLC's Fifth Set of Interrogatories to the State
1634	2023-09-29	N/A	N/A	Confidential	Plaintiffs' Correct Supp Responses to Defs Third Set of Interrogatories to the United States and Second Set of Interrogatories to States
1635	2023-09-29	N/A	N/A	Highly Confidential	Plaintiffs United States of America's Second Supplemental Responses to Defendant Google's First and Second Sets of Interrogatories to the United States and First Supplemental Responses to Defendant Google's Fifth Set of Interrogatories to the United States
1636	2023-09-29	N/A	N/A	No designation	Plaintiff United States of America's Third Amended Responses To Defendant Google's First Set Of Requests For Admissions To The United States
1637	2023-09-29	N/A	N/A	No designation	Plaintiff United States of America's Amended Responses to Defendant Google's Second Set of Requests For Admissions To the United States
1638	2023-09-30	N/A	N/A	Highly Confidential	D. Mahoney's Deposition Prep Binder
1639	2023-09-30	N/A	N/A	Highly Confidential	D. Mahoney's Prep Notes
1640	2023-10-00	N/A	N/A	Publicly available	About TikTok Brand Lift Studies, TikTok: Business Help Center, October 2023
1641	2023-10-00	N/A	N/A	Publicly available	TikTok: Introduction to TikTok Ads Manager, October 2023
1642	2023-10-05	N/A	N/A	Highly Confidential	Plaintiff United States of America's Corrected Second Supplemental Responses to Defendant Google's First Set of Interrogatories to the United States
1643	2023-12-18	N/A	N/A	Publicly available	2023 Merger Guidelines
1644	2024-00-00	N/A	N/A	Publicly available	Meta, Supporting Healthy Ad Ecosystems
1645	2024-00-00	N/A	N/A	Publicly available	Article entitled Introduction to Prebid for Header Bidding
1646	2024-01-00	N/A	N/A	Publicly available	Brand Safety Certified, The Trustworthy Accountability Group (TAG)
1647	2024-01-19	N/A	N/A	Highly Confidential	Declaration of Devon P. Mahoney
1648	2024-01-23	N/A	N/A	Highly Confidential	Figure 6: Israel Figure 26 and Figure 7: Google Fitbit Quarterly Display Advertising Spend Distribution
1649	2024-01-31	N/A	N/A	Publicly available	Alphabet 10-K for 2023
1650	2024-03-07	N/A	N/A	No designation	Abrantes-Metz Rebuttal Report Figure 1 Hypothetical
1651	2024-03-07	N/A	N/A	Highly Confidential	Israel Report Snippet of Figure 75
1652	2024-04-22	N/A	N/A	Publicly Available	Dow Jones Ads.txt file
1653	2024-05-00	N/A	N/A	Publicly available	TTD Sellers and Publishers Report
1654	2024-06-06	N/A	N/A	Publicly available	The Concert Portfolio
1655	0000-00-00	N/A	N/A	Publicly available	A company built on innovation leadership and success - Outbrain
1656	0000-00-00	N/A	N/A	Publicly available	A complete guide to Marketing Mix Modeling - Latent View

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1657	0000-00-00	N/A	N/A	Publicly available	A Different Kind of Exchange Welcome to the Essential Marketplace - TripleLift
1658	0000-00-00	N/A	N/A	Publicly available	A Single Platform for Better Digital & CTV Outcomes - Nexxen
1659	0000-00-00	N/A	N/A	Publicly available	About Automated bidding - Google Ads
1660	0000-00-00	N/A	N/A	Publicly available	About campaign objectives in Google Ads - Google Ads
1661	0000-00-00	N/A	N/A	Publicly available	About detailed targeting - Meta Business Help Center
1662	0000-00-00	N/A	N/A	Publicly available	About Index Exchange
1663	0000-00-00	N/A	N/A	Publicly available	About the ad sources included in the AdMob Network - Google AdMob Help
1664	0000-00-00	N/A	N/A	Publicly available	About the Google Ads API User List - Google Ads
1665	0000-00-00	N/A	N/A	Publicly available	About the IAB Tech Lab - IAB Tech Lab
1666	0000-00-00	N/A	N/A	Publicly available	Abrantes-Metz Ex. 9 (with handwritten notes) About Index Exchange Webpage
1667	0000-00-00	N/A	N/A	Publicly available	Access customer behavior analytics to inform your strategy - Amazon
1668	0000-00-00	N/A	N/A	Publicly available	Ad call - Clearcode
1669	0000-00-00	N/A	N/A	Publicly available	Ad competition with dynamic allocation, Google Ad Manager Help
1670	0000-00-00	N/A	N/A	Publicly available	Ad Manager report metrics - Google Ad Manager Help
1671	0000-00-00	N/A	N/A	Publicly available	Ad request, Google AdSense Help
1672	0000-00-00	N/A	N/A	Publicly available	Ad slot - Clearcode
1673	0000-00-00	N/A	N/A	Publicly available	Ad Tech Ecosystem: Magnite, Playwire
1674	0000-00-00	N/A	N/A	Publicly available	Ads Manager Overview, Snapchat Business Help Center
1675	0000-00-00	N/A	N/A	Publicly available	Ads Overview - Campaign Manager 360 Help
1676	0000-00-00	N/A	N/A	Publicly available	Advertiser Platform - Microsoft Advertising
1677	0000-00-00	N/A	N/A	Publicly available	Advertising policies - Support Google
1678	0000-00-00	N/A	N/A	Publicly available	Amazon DSP ad dimensions and specifications - Amazon Ads
1679	0000-00-00	N/A	N/A	Publicly available	Amazon DSP: Your brand in new places - Amazon Ads
1680	0000-00-00	APL-GOOGADTECH_00000260	APL-GOOGADTECH_00000260	Publicly available	Ads on Apple News
1681	0000-00-00	APPLOVIN0000053	APPLOVIN0000053	Highly Confidential	AppLovin - Month Ad Network Impressions Publishers' Estimated Revenue
1682	0000-00-00	N/A	N/A	Publicly available	FASB, "ASC 606 - Revenue from Contracts with Customers"
1683	0000-00-00	N/A	N/A	Publicly available	FASB, "ASC Topic 105, Generally Accepted Accounting Principles, ASC 105-10-05-01"
1684	0000-00-00	N/A	N/A	Publicly available	Audience ads, Microsoft Advertising
1685	0000-00-00	N/A	N/A	Publicly available	Audience Match: Transform more customers into active shoppers, Criteo
1686	0000-00-00	N/A	N/A	Publicly available	Beeswax Natively Integrates Advanced Access to FreeWheel's Premium CTV Marketplace, FreeWheel
1687	0000-00-00	N/A	N/A	Publicly available	Bid data sharing - Authorized Buyers Help
1688	0000-00-00	BUZZ-LIT-000272	BUZZ-LIT-000342	Highly Confidential	Slide Deck - BuzFeeedInc Programmatic Capabilities
1689	0000-00-00	N/A	N/A	Publicly available	Brand Safety - Kargo

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1690	0000-00-00	N/A	N/A	Publicly available	How to build brand awareness with display advertising, Microsoft Advertising
1691	0000-00-00	N/A	N/A	Publicly available	Build, monetize, and grow your digital media business, Amazon Publisher Services
1692	0000-00-00	N/A	N/A	Publicly available	Clickthrough rate (CTR) Definition - Google Ads Help
1693	0000-00-00	N/A	N/A	Publicly available	Commerce Grid: Commerce has evolved. It's time the supply-side platform did, too. Criteo
1694	0000-00-00	N/A	N/A	Publicly available	Connect with your audience - AppLovin
1695	0000-00-00	N/A	N/A	Publicly available	Cookie: Definition, Google Ads Help
1696	0000-00-00	N/A	N/A	Publicly available	Cookie matching Google for developers
1697	0000-00-00	N/A	N/A	Publicly available	Cost-per-thousand impressions - Google Ads Help
1698	0000-00-00	N/A	N/A	Publicly available	Create a Poll ad from Meta Ads Manager, Meta Business Help Center
1699	0000-00-00	N/A	N/A	Publicly available	Equativ webpage entitled "SSP Marketplace"
1700	0000-00-00	N/A	N/A	Publicly available	Digital Advertising Glossary Criteo
1701	0000-00-00	CRITEO_GOOGLELIT_0000000 276	CRITEO_GOOGLELIT_0000000 277	Highly Confidential	Criteo Info Graphic - How Publishers Can Maximize Revenue with Criteo Direct Bidder
1702	0000-00-00	CRITEO_GOOGLELIT_0000000 286	CRITEO_GOOGLELIT_0000000 294	Highly Confidential	Slide Deck - Sponsorship Priority
1703	0000-00-00	CRITEO_GOOGLELIT_0000015 579	CRITEO_GOOGLELIT_0000015 579	Highly Confidential	Criteo Spreadsheet - Question 10 - With SSP names
1704	0000-00-00	N/A	N/A	Publicly available	Curation Platform, Microsoft Advertising
1705	0000-00-00	N/A	N/A	Publicly available	Description of Index Exchange's ad exchange
1706	0000-00-00	N/A	N/A	Publicly available	Demand Side Platform: Achieve your marketing goals, The Trade Desk
1707	0000-00-00	N/A	N/A	Publicly available	Demand Side Solutions, Beeswax
1708	0000-00-00	N/A	N/A	Publicly available	Determine a bid strategy based on your goals, Google Ads Help
1709	0000-00-00	TWDC_GOOG_00015855	TWDC_GOOG_00015856	Highly Confidential	Data Vision Document Day 2 - Highlights - Data & Automation
1710	0000-00-00	TWDC_GOOG_00055169	TWDC_GOOG_00055181	Highly Confidential	Disney Advertising Sales - DRAX Training Slide Deck
1711	0000-00-00	N/A	N/A	Publicly available	Display & Video 360 Help -Custom list targeting
1712	0000-00-00	N/A	N/A	Publicly available	Enhanced automation, Display & Video 360 Help
1713	0000-00-00	N/A	N/A	Publicly available	Evaluate and optimize your bids, Google Ads Help
1714	0000-00-00	N/A	N/A	Publicly available	For Sellers: SupplySuite, FreeWheel
1715	0000-00-00	N/A	N/A	Publicly available	From the Garage to the Googleplex - Google Blog
1716	0000-00-00	N/A	N/A	Publicly available	Get comprehensive yield management with Google Ad Manager, Google Ad Manager
1717	0000-00-00	N/A	N/A	Publicly available	Get started on TikTok Ads Manager - TikTok for Business
1718	0000-00-00	N/A	N/A	Publicly available	Glossary of Ad-Tech and Sovrn Terms, Sovrn
1719	0000-00-00	N/A	N/A	Publicly available	Glossary Of Terms: Digital Advertising, A-to-Z, Criteo
1720	0000-00-00	GOOG-AT-MDL-B-000021972	GOOG-AT-MDL-B-000021972	Confidential	Google Doc - The New AdSense

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1721	0000-00-00	GOOG-AT-MDL-B-000026065	GOOG-AT-MDL-B-000026067	Confidential	The New AdSense Interface: More Control Over the Ads on Your Site
1722	0000-00-00	GOOG-AT-MDL-B-000037593	GOOG-AT-MDL-B-000037601	Confidential	Upcoming ASFE3 launch
1723					INTENTIONALLY LEFT BLANK
1724	0000-00-00	GOOG-TEX-00156502	GOOG-TEX-00156541	Highly Confidential	DoubleClick Presentation - Maximize Every Impression Drew Bradstock, Group Product Manager
1725	0000-00-00	N/A	N/A	Publicly available	Google Ads API - TargetSpend
1726	0000-00-00	N/A	N/A	Publicly available	Google Ads gives you many ways to be seen, Google Ads
1727	0000-00-00	N/A	N/A	Publicly available	Google Publisher Policies - Google AdSense Help
1728	0000-00-00	N/A	N/A	Publicly available	Google Publisher Restrictions - Google AdSense Help
1729	0000-00-00	N/A	N/A	Publicly available	Google Serve Safer Ads with a Strong Advertising Policy - Google Ad Manager
1730	0000-00-00	GROUPM 00000342	GROUPM 00000349	Highly Confidential	GroupM Slide deck - DSP Selection Principals
1731	0000-00-00	N/A	N/A	Publicly available	Grow Your Mobile App With Unity Ads, Unity
1732	0000-00-00	N/A	N/A	Publicly available	Growing engagement with native ads: The New York Times' approach, Google Ad Manager
1733	0000-00-00	N/A	N/A	Confidential	Ad Management Partners List of partners with whom Mediavine may share data
1734	0000-00-00	N/A	N/A	Confidential	Ad Capabilities Document Programmatic capabilities and ad units available through Mediavine
1735	0000-00-00	N/A	N/A	Publicly available	How Active View metrics are calculated, Google Ad Manager Help
1736	0000-00-00	N/A	N/A	Publicly available	How AdSense Works - Google Help
1737	0000-00-00	N/A	N/A	Publicly available	How Authorized Buyers Work With Google Ad Manager, Google Ad Manager Resources - Ad Manager
1738	0000-00-00	N/A	N/A	Publicly available	Keeping users safe on the ad-supported internet - Google Safety Center
1739	0000-00-00	N/A	N/A	Publicly available	How self-service ads can start the cycle of discovery, Amazon Ads
1740	0000-00-00	N/A	N/A	Publicly available	How Taboola Works, Taboola Help Center
1741	0000-00-00	N/A	N/A	Publicly available	How we prevent it - Google Ad Traffic Quality
1742	0000-00-00	N/A	N/A	Publicly available	However you buy, we've got you covered. Any audience. Any channel. Any format. CTV? Check. Mobile? Got it. Audio? Bingo. Magnite
1743	0000-00-00	N/A	N/A	Publicly available	Google, Impressions: Definition, Google Ads Help
1744	0000-00-00	N/A	N/A	Publicly available	Page from Index Exchange Website entitled Channels and Formats
1745	0000-00-00	N/A	N/A	Publicly available	Integrated Planning and Activation, DSP Features - The Trade Desk
1746	0000-00-00	N/A	N/A	Publicly available	Introducing Nexxen, a unified brand built from Amobee, Tremor Video and Unruly. Nexxen
1747	0000-00-00	KARGO_000009	KARGO_000016	Publicly available	Advertising Solutions - Kargo
1748	0000-00-00	N/A	N/A	Publicly available	Latency and why it impacts Google Ads Clicks and Analytics Sessions, Google Analytics Help
1749	0000-00-00	N/A	N/A	Publicly available	Line item types and priorities, Google Ad Manager Help
1750	0000-00-00	N/A	N/A	Publicly available	Line items: Value CPM, Google Ad Manager Help

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1751	0000-00-00	MAGNITE-00003551	MAGNITE-00003563	Highly Confidential	Magnite Rate Card
1752	0000-00-00	MAGNITE-00016878	MAGNITE-00016914	Highly Confidential	"Demand Manager" presentation
1753	0000-00-00	N/A	N/A	Publicly available	Meet your new partner, Google Ad Manager
1754	0000-00-00	N/A	N/A	Publicly available	Meta, Code of Conduct, Meta Audience Network
1755	0000-00-00	N/A	N/A	Highly Confidential	Hand-drawn Microsoft ecosystem post Xandr acquisition and Netflix deal
1756	0000-00-00	N/A	N/A	Publicly available	Microsoft Website page Reach audiences across screens with premium advertising
1757	0000-00-00	N/A	N/A	Highly Confidential	Microsoft Advertising Ecosystem diagram
1758	0000-00-00	N/A	N/A	Publicly available	Modernize your direct deals with Programmatic Guaranteed, Google Ad Manager
1759	0000-00-00	N/A	N/A	Publicly available	Monetize your mobile game, Meta Audience Network
1760	0000-00-00	N/A	N/A	Highly Confidential	DOJ prep notes for a 30b6 designee
1761	0000-00-00	N/A	N/A	Publicly available	Native Ad Server: The Industry's Only End-to-End Native Ad Server, Outbrain
1762	0000-00-00	N/A	N/A	Publicly available	Native ads: Definition, Google Ads Help
1763	0000-00-00	N/A	N/A	Confidential	Google Display Observations
1764	0000-00-00	OKELLEY000037	OKELLEY000044	Publicly available	Chairman Graham speech on privacy and competition policy in the digital advertising ecosystem
1765	0000-00-00	N/A	N/A	Publicly available	One demand-side platform to rule them all. Adobe Experience Cloud
1766	0000-00-00	N/A	N/A	Publicly available	OpenPath: Your pipeline to the open internet, The Trade Desk
1767	0000-00-00	N/A	N/A	Publicly available	OpenX - About Us
1768	0000-00-00	N/A	N/A	Publicly available	OpenX Webpage - Demand More From Your Media
1769	0000-00-00	N/A	N/A	Publicly available	Oracle BlueKai Data Management Platform, Oracle
1770	0000-00-00	N/A	N/A	Publicly available	OpenX Webpage - Our Exchange
1771	0000-00-00	N/A	N/A	Publicly available	Partner Guidelines - Google Ad Manager Help
1772	0000-00-00	PBMTC-ANTRST-000207	PBMTC-ANTRST-000281	Highly Confidential	Template QBR deck
1773	0000-00-00	N/A	N/A	Publicly available	Prebid.org, Prebid.js FAQ, Prebid.org Documentation
1774	0000-00-00	N/A	N/A	Publicly available	Publisher Platforms, Microsoft Advertising
1775	0000-00-00	N/A	N/A	Publicly available	PubMatic SSP: Maximize Advertising Revenue and Control How Your Audiences are Accessed PubMatic
1776	0000-00-00	N/A	N/A	Publicly available	Facebook Webpage - Audience Network
1777	0000-00-00	N/A	N/A	Publicly available	Return on investment (ROI), Google Ads Help
1778	0000-00-00	N/A	N/A	Publicly available	Channel publishing, Roku Developers
1779	0000-00-00	N/A	N/A	Publicly available	Prebid.org, Running Prebid.js without an ad server, Prebid.org Documentation
1780	0000-00-00	KARGO_000073	KARGO_000114	Confidential	Slide Deck Creative is King in an AI-Diluted Modern Media World
1781	0000-00-00	N/A	N/A	Publicly available	Timothy Simcoe, Boston University Questrom School of Business - Empirical Etiquette
1782	0000-00-00	N/A	N/A	Publicly available	Sponsored Display, Amazon Ads

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1783	0000-00-00	N/A	N/A	Highly Confidential	Authorized Buyer Spend on AdX
1784	0000-00-00	N/A	N/A	Highly Confidential	DV360 U.S. Display Ad Spending via Third-Party Exchanges - All
1785	0000-00-00	N/A	N/A	Highly Confidential	DV360 U.S. Display Ad Spending via Third-Party Exchanges - Top 20
1786	0000-00-00	N/A	N/A	Highly Confidential	Open Bidding Spend Won by 3rd Party Exchanges
1787	0000-00-00	N/A	N/A	Highly Confidential	Number of Ads Blocked or Removed by Google (Number of Ads in Billions)
1788	0000-00-00	N/A	N/A	Highly Confidential	Number of Ads Blocked or Removed by Google (Number of Ads)
1789	0000-00-00	N/A	N/A	Highly Confidential	Summary of Ad Formats Transacted by Each Tool
1790	0000-00-00	N/A	N/A	Publicly available	The Adform Demand Side Platform, Adform
1791	0000-00-00	N/A	N/A	Publicly available	The Most Innovative Independent Supply-Side Platform, OpenX
1792	0000-00-00	N/A	N/A	Publicly available	The Tools Tab, Google Ads Help
1793	0000-00-00	N/A	N/A	Publicly available	Transparent Ad Marketplace, Amazon Publisher Services
1794	0000-00-00	TTD DOJ-GOOG23-0000120	TTD DOJ-GOOG23-0000137	Highly Confidential - AEO	Slide Deck - OpenPath Training
1795	0000-00-00	TTD DOJ-GOOG23-0000273	TTD DOJ-GOOG23-0000282	Highly Confidential - AEO	Introduction to UID2 Proof of Concept Agreement
1796	0000-00-00	TTD DOJ-GOOG23-0001099	TTD DOJ-GOOG23-0001100	Highly Confidential - AEO	The Trade Desk: an omnichannel media buying platform built for the open internet
1797	0000-00-00	TTD DOJ-GOOG23-0001156	TTD DOJ-GOOG23-0001172	Highly Confidential - AEO	Slide Deck - How OpenPath and OpenPass Change Everything
1798	0000-00-00	TTD DOJ-GOOG23-0001952	TTD DOJ-GOOG23-0001953	Highly Confidential - AEO	Competitive intel framework
1799	0000-00-00	TTD DOJ-GOOG23-0002128	TTD DOJ-GOOG23-0002128	Highly Confidential - AEO	TTD Spreadsheet - TTD Platform data Combined
1800	0000-00-00	TTD DOJ-GOOG23-0012987	TTD DOJ-GOOG23-0012987	Highly Confidential - AEO	TTD Spreadsheet - Platform data Combined_Federal Advertisers
1801	0000-00-00	TTD DOJ-GOOG23-0033643	TTD DOJ-GOOG23-0033643	Highly Confidential - AEO	TTD Spreadsheet - Gross Spend
1802	0000-00-00	N/A	N/A	Publicly available	Understand Video Solutions report metrics, Google Ad Manager Help
1803	0000-00-00	N/A	N/A	Publicly available	Unified Ad Marketplace vs Transparent Ad Marketplace, Amazon Publisher Services
1804	0000-00-00	N/A	N/A	Publicly available	Unified Ad Marketplace - Amazon Publisher Services
1805	0000-00-00	N/A	N/A	Publicly available	Unified Pricing Rules, Google Ad Manager Help
1806	0000-00-00	N/A	N/A	Confidential	Spreadsheet Columns: Month-Year; Seller Account; Seller Member; Seller Type; Transaction Type
1807	0000-00-00	N/A	N/A	Confidential	Spreadsheet Columns: Month; Number of Pubs; gfp network; am360
1808	0000-00-00	N/A	N/A	Publicly available	Use frequency capping, Google Ads Help
1809	0000-00-00	N/A	N/A	Publicly available	Viant DSP, Viant
1810	0000-00-00	N/A	N/A	Publicly available	View and analyze ads results in Meta Ads Manager, Meta Business Help Center
1811	0000-00-00	VOX_00000120	VOX_00000126	Confidential	Script for Vox Media for NewFronts event
1812	0000-00-00	VOX_00000286	VOX_00000286	Highly Confidential	Concert impressions native excel
1813	0000-00-00	VOX_00000326	VOX_00000334	Confidential	Memo regarding concert impressions outlining the background, state of the business, where the growth is coming from, etc.

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1814	0000-00-00	VOX_00000067	VOX_00000072	Confidential	Vox internal document entitled "If you have 5 minutes to talk about Vox Media"
1815	0000-00-00	VOX_00000496	VOX_00000496	Confidential	Vox Media spreadsheet tracking progress of integrating Concert SSP with various DSPs
1816	0000-00-00	N/A	N/A	Publicly available	What is inventory - Google Ad Manger Help
1817	0000-00-00	N/A	N/A	Publicly available	ads.txt nextdoor.com
1818	0000-00-00	N/A	N/A	Publicly available	ads.txt twitch.tv
1819	0000-00-00	N/A	N/A	Publicly available	Working Harder, So Your Digital & CTV Inventory Can Work Hardest, Nexxen
1820	0000-00-00	YAH GG LIT 000020	YAH GG LIT 000043	Highly Confidential	Harnessing Supply Path Insights
1821	0000-00-00	N/A	N/A	Publicly available	Yahoo DSP: Advertising Solutions, Yahoo! Advertising
1822	0000-00-00	N/A	N/A	Publicly available	Your customers are here. Find them with Meta ads, Meta ads
1823	0000-00-00	Zulily_PROD001_00000001	Zulily_PROD001_00000001	Confidential	A native spreadsheet, "Zulily.Subp.23CV0108 (Eva) 21md03010 (PKC) 21ev06841 (PKC) (S.D.N.Y.). 000001," containing extensive data from 2014-2023 on Zulily's advertising purchases and performance.
1824	0000-03-04	NYTGOOGADTECH000004	NYTGOOGADTECH0000019	Highly Confidential	Ad Leadership Update - March 4 Advertising & Marketing Solutions
1825	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 2: U.S. Advertising Spending by Channel, 1935-2022
1826	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 3: U.S. Digital Ad Revenues by Company, 2008-2022
1827	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 6: Google Display Ads Privacy and Safety Engineering Expenditures, 2017-2022
1828	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 7: U.S. Display Ad Spending, 2008-2022
1829	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 8: U.S. Display Ad Spending by Social vs. Non-Social Advertising, 2008-2022
1830	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 9: U.S. Display Ad Spending by Video vs. non-Video Advertising, 2008-2022
1831	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 10: U.S. Display Ad Spending by Environment, 2013-2022
1832	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 11: U.S. Display Ad Spending by Transaction Type, 2013-2022
1833	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 12: U.S. Adult Internet Users' Fraction of Time Spent with Non-Social, Non-Video Content Accessed via Desktop, Laptop, or Mobile Browser, 2010-2022
1834	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 13: Number of Ad Buying Tools Used Among Survey Respondents
1835	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 14: Number of Non-Google Ad Buying Tools Used by Survey Respondents Using Google Ads

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1836	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 15: Prof. Lee's Estimates Confirm That Google Ads Spending Is Primarily Driven by Larger Advertisers
1837	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 16: Competition with Google Ads in Google Ad Manager Auction Data
1838	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 17: Google Ads and DV360 Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022
1839	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 18: Google Ads and DV360 Share of U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending, 2019-2022
1840	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 19: Microsoft Audience Network U.S. Spending, Apr 2020-2022
1841	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 20: Distribution of DV360 U.S. Web Non-Video Display Ad Spending by Advertiser Use of Programmatic Direct and Indirect Advertising, 2022
1842	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 21: Advertiser Use of Direct Deals Among Survey Respondents
1843	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 22: Google Ads and DV360 Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022
1844	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 23: Google Ads and DV360 Share of U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1845	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 24: Cross-Visiting from CNN (left) and Other Top 25 News Properties (right), 2022
1846	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 25: Cross-Visiting from People (left) and Other Top 25 Entertainment Properties (right), 2022
1847	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 26: Google Fitbit Quarterly Display Advertising Spend Distribution
1848	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 27: Comcast Xfinity Internet Display Ad Spending, 2015-2022
1849	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 28: Use of Social Media Advertising Among Survey Respondents Using Open Web Display
1850	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 29: Response to a Cost Increase for Programmatic Display Among Survey Respondents
1851	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 30: Advertising Types to Which Survey Respondents Would Shift Spend in Response to an Increase in the Cost of Programmatic Display
1852	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 31: Extent of Spending Changes Among Survey Respondents in Response to an Increase in the Cost of Programmatic Display
1853	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 32: The Share of Mea De-Anonymized Advertiser U.S. Facebook and Instagram Ad Spending Accounted for by Advertisers Also Using Google Ads, 2022

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1854	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 33: Google Ads U.S. Non-Video Display Ad Spending by Apps vs. Web, 2012-2022
1855	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 34: Distribution of Google Ads U.S. Non-Video Display Ad Spending by Advertiser Use of App and Web Advertising, 2022
1856	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 35: Use of In-App Advertising Among Survey Respondents Using Open Web Display
1857	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 36: Google Ads U.S. Web Display Ad Spending in Instream Video vs. Other Display, 2013-2022
1858	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 37: Distribution of Google Ads U.S. Web Display Ad Spending by Advertiser Use of Instream Video and Other Display Advertising, 2022
1859	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 38: Use of Digital Video Advertising Among Survey Respondents Using Open Web Display
1860	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 39: Google's Share Among Advertiser Buying Tools for All U.S. Display Advertising, 2019-2022
1861	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 40: AdX Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022
1862	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 41: AdX Share of U.S. indirect Open Web Display (Non-Video) Exchange Spending, 2019-2022
1863	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 42: Prof. Lee's Exchange Share Estimates Indicate Significant Competition
1864	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 43: Prof. Lee's Combined Buying Tool and Exchange Share Estimates Indicate Significant Competition
1865	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 45: Distribution of U.S. DFP Impressions by Publisher Use of Direct and Indirect Sales, 2022
1866	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 46: AdX Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022
1867	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 47: AdX Share U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1868	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 48: Google's Share Among Ad Exchanges for All U.S. Display Advertising, 2019-2022
1869	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 49: U.S. Adult Internet Users' Time Spent on Apps vs. Mobile Web, 2010-2022
1870	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 50: Distribution of U.S. DFP Impressions by Publisher Impression Size Categories, 2022
1871	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 51: Distribution of U.S. DFP Ad Serving Fees by Publisher Ad Serving Fee Size Categories, 2022
1872	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 52: Google's Publisher Ad Server Share Including Selected In-House Ad Servers, by Approximate U.S. Ad Spending, 2019-2022

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
1873	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 53: Google's Share Among Publisher Ad Servers for All U.S. Display Advertising, 2019-2022
1874	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 54: The Percentage of U.S. Display Ad Spending Accruing to Selected Industry Participants, 2008-2022
1875	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 55: Google's Approximate Share in Single Two-Sided Market for U.S. Display Advertising, 2008-2022
1876	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 56: Google's Approximate Share in Single Two-Sided Market for U.S. Digital Advertising, 2008-2022
1877	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 57: AdX and Google Ads Share of DFP Indirect Web Display (Non-Video) Impressions, 2019-2022]
1878	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 58: Average AdX Web Non-Video Publisher RPM by User Country, 2022
1879	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 60: The Authorized Sellers Listed in the ads.txt Pages of at Least Fifty of the Top 100 Publishers Domains, May 2023
1880	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 61: U.S. TikTok Display Ad Revenue, 2019-2022
1881	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 64: Google Display Engineering Expenditures, 2017-2022
1882	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 65: Google Ads Display Spending by Bidding Strategy, 2005-2022
1883	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 66: Google Display Product Launches from Ariane Launch Calendars, 2016-2022
1884	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 67: U.S. Display Ad Spending vs. Projections, 2008-2022
1885	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 68: U.S. Display Ad Spending vs. Projections, 2008-2022, and the Timing of Google's Alleged Anticompetitive Conduct
1886	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 69: Ad Tech Fees as a Percentage of Ad Spending, 2014-2022
1887	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 70: DFP Fee Trends, Feb 2014-Dec. 2022
1888	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 71: AdX Fee Trends, Jul 2014-Dec. 2022
1889	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 72: Google Ads Fee Trends, Aug 2015-Dec. 2022
1890	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 73: DV360 Fee Trends, Jul 2014-Dec. 2022
1891	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 74: Advertiser Buying Tool Average Fees, 2020-2022
1892	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 75: Ad Exchange Average Fees, 2020-2022
1893	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 76: Combined Advertiser Buying Tool and Exchange Fees, 2020-2022
1894	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 77: Prof. Lee's Estimates Illustrate That Google's Fees Are Not Systematically Higher Than Its Competitors' Fees

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1895	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 78: U.S. Average AdX Publisher RPM, Jan 2014-Dec. 2022
1896	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 79: U.S. Average Google Ads Advertiser CTR, Jan 2012-Dec. 2022
1897	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 80: U.S. Average Google Ads Advertiser CPC, Jan 2012-Dec. 2022
1898	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 81: Percentage of DFP U.S. Indirect Web Impressions Won by Header Bidding, Jul 2018-Dec. 2022
1899	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 82: Percentage of DFP U.S. Indirect Web Impressions Accounted for by Publishers Using Header Bidding, Jul 2018-Dec. 2022
1900	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 83: Prof. Lee's Estimates Indicate That Any Possibly "Unique" Part of Google Ads Does Not Account for a Significant Percentage of Impressions Transacted Through Exchanges
1901	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 84: Most-Visited Web Properties in the United States, 2022
1902	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 85: Advertiser Multi-homing across Buying Tools on AdX, 2022
1903	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 87: Number of Authorized Sellers for the Top 100 Web Publishers, May 2023
1904	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 88: DFP Publisher Multi-homing across Exchanges, 2022
1905	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 89: Percentage of Impressions in Google Ad Manager Auction Data with a Winning Margin Less Than \$0.00001, by Bidder
1906	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 90: U.S. AdX Spending by Demand Source, 2014-2022
1907	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 91: Google Ads U.S. Spending via Third-Party Exchanges, 2015-2022
1908	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 92: DFP U.S. Web Impressions by Demand Source, 2017-2022
1909	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 95: Publisher Survey Respondents Rarely Reported UPR Having a Negative Impact
1910	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 96: Average Daily AdX Revenue, Jul 2007-2010
1911	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 97: Average Daily DFP Impressions, Jan 2004-Dec. 2010
1912	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 98: DFP Rate Cards, 2006-2022
1913	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 99: Example Query in the GAM Log-Level Bid Data
1914	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 101: Google Display Ads Privacy and Safety Engineering Expenditures and Machine Costs, 2022

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1915	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 102: U.S. Social Media Display Ad Spending, 2008-2022
1916	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 103: U.S. Retail Media Display Ad Spending, 2018-2022
1917	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 104: U.S. Video Display Ad Spending, 2008-2022
1918	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 105: U.S. Desktop/Laptop Display Ad Spending, 2012-2022
1919	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 106: U.S. Mobile Web Display Ad Spending, 2013-2022
1920	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 107: U.S. Mobile In-App Display Ad Spending, 2013-2022
1921	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 108: U.S. Mobile Game Ad Spending, 2017-2022
1922	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 109: U.S. Connected TV Display Ad Spending, 2017-2022
1923	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 110: U.S. Direct Display Ad Spending, 2013-2022
1924	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 111: U.S. Indirect Display Ad Spending, 2013-2022
1925	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 112: U.S. Meta Display Ad Revenue, 2008-2022
1926	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 113: U.S. Amazon Display Ad Revenue, 2008-2022
1927	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 114: U.S. TikTok Display Ad Revenue, 2019-2025
1928	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 115: U.S. Google Display Ad Revenue, 2008-2022
1929	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 116: Most Important Display Advertising Performance Metric Among Survey Respondents
1930	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 117: Zulily Google Ads and Meta Advertising Spending, 2016-2018
1931	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 118: Google Pixel Phones Quarterly Display Advertising Spend Distribution
1932	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 119: Google Play Store Quarterly Display Advertising Spend Distribution
1933	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 120: Mars Display Ad Spending, 2019-2022
1934	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 121: Average Extent of Spending Changes Among Survey Respondents in Response to an Increase in the Cost of Programmatic Display
1935	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 122: Google Ads U.S. Non-Video Display In-App Ad Spending, 2012-2022

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1936	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 123: Google Ads U.S. Web Instream Video Ad Spending, 2013-2022
1937	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 124: DV360 U.S. Non-Video Display Ad Spending by App vs. Web, 2016-2022
1938	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 125: Distribution of DV360 U.S. Non-Video Display Ad Spending by Advertiser Use of App and Web Advertising, 2022
1939	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 126: DV360 U.S. Non-Video Display In-App Ad Spending, 2016-2022
1940	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 127: Google Ads and DV360 Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1941	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 128: Google Ads and DV360 Combined Share of U.S. DFP Indirect Web Display (Non-Video) Impressions, 2019-2022
1942	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 129: Google Ads and DV360 Combined Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1943	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 130: Google Ads and DV360 Combined Share of U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending, 2019-2022
1944	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 131: Google Ads and DV360 Combined Share of U.S. DFP Web Display (Non-Video) Impressions, 2019-2022
1945	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 132: Google Ads and DV360 Combined and Share of U.S. DFP Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1946	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 133: AdX Share of U.S. DFP Display (Non-Video) Impressions, 2015-2022
1947	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 134: AdX Share of U.S. DFP Indirect Web Display (Non-Video) Approximate Ad Spending, 2019-2022
1948	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 135: Shares Among Advertiser Buying Tools for All U.S. Display Advertising, 2022
1949	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 136: Shares Among Ad Exchanges for All U.S. Display Advertising, 2022
1950	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 137: Shares Among Publisher Ad Servers for All U.S. Display Advertising, 2022
1951	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 138: Google's Share Among Advertiser Buying Tools for All U.S. Display or Digital Advertising, 2019-2022
1952	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 139: Google's Share Among Ad Exchanges for All U.S. Display or Digital Advertising, 2019-2022
1953	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 140: Google's Share Among Publisher Ad Servers for All U.S. Display or Digital Advertising, 2019-2022

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1954	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 141: Percentage of U.S. DFP Publishers Paying Ad Serving Fees, 2022
1955	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 142: Selected Non-Google Advertiser Buying Tool U.S. Indirect Open Web Display (Non-Video) Spending, 2019-2022
1956	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 143: Selected Non-Google Ad Exchanges U.S. Indirect Open Web Display (Non-Video) Spending, 2019-2022
1957	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 144: The Trade Desk U.S. Indirect Display Spending by Environment, 2019-2022
1958	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 145: Xandr Monetize (Exchange) U.S. Indirect Display Spending by Environment, 2019-2022
1959	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 146: PubMatic U.S. Indirect Display Spending by Environment, 2019-2022
1960	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 147: RUBICON-00001148 U.S. Spending by Environment, 2015-2019
1961	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 148: AdX Payments to Publishers for U.S. Impressions, 2014-2022
1962	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 149: U.S. Display Ad Spending selected O&O Properties, 2008-2022
1963	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 150: U.S. Display and Programmatic Display Ad Spending, 2008-2022
1964	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 151: DFP Fee Trends (in % terms), Feb 2014-Dec 2022
1965	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 152: U.S. Display Ad Revenue for Selected Companies, 2008-2022
1966	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 153: AdX Match Rate, Feb 2010-Apr 2014
1967	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 154: U.S. Digital Ad Spending for Selected Categories, 2017-2022
1968	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 155: U.S. Digital Ad Revenue by Company, 2010-2022
1969	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Figure 156: U.S. Display Ad Revenue by Company, 2010-2022
1970	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 1: AdX Spending Patterns for Selected Advertisers, 2019-2022
1971	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 2: Google Ads and DV360 Spending by Advertiser Size, 2022
1972	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 3: Omnicom Top 25 Clients' Spending via Selected Ad Tech Tools and Social Media Advertising, 2019-2022
1973	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 4: Advertisers Using Campaign Manager to Track Google Ads (Non-O&O Display) That Also Use it to Track Other Advertising, 2022

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1974	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 5: Advertisers With At Least \$1 Million in 2022 TikTok Advertising Spending Among the Top 50 2022 U.S. Google Ads Advertisers
1975	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 6: Shares of Confiant-Monitored U.S. Impressions, 2019-2022
1976	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 7: Mediation Platform Statistics for AdMob, FAN, and MoPub
1977	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 8: DFP, AdX, and Google Ads Average Prices Over Time
1978	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 10: Most Google Ads Display Spending Comes from the Largest Advertisers, 2022
1979	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 11: Facebook Audience Network Advertiser Size Summary, Jul 2020-Jun 2021
1980	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 13: The Trade Desk U.S. Web Non-Video Display Ad Spending by Exchange, 2022
1981	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 14: Criteo U.S. Web Non-Video Display Ad Spending by Exchange, 2022
1982	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 15: Adobe U.S. Web Non-Video Display Ad Spending by Exchange, 2022
1983	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 16: Top Authorized Buyers and Open Bidders, 2022
1984	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 17: DFP U.S. Web Impressions by Demand Source, 2017-2022
1985	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 18: DV360 U.S. Spending by Exchange, Before and After Poirot
1986	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 19: Estimates of Publisher Revenue Effects from Losing Access to Google Ads Advertisers
1987	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 20: DFP U.S. Web Impressions Summary, 2022
1988	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 21: U.S. Indirect Open Web Display (Non-Video) Advertiser Buying Tool Spending Shares, 2019-2022]
1989	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 22: U.S. Indirect Open Web Display (Non-Video) Exchange Spending Shares, 2019-2022
1990	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 23: Publisher Ad Server Shares Including Selected In-House Ad Servers, by Approximate U.S., Ad Spending, 2019-2022
1991	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 24: Shares Among Advertiser Buying Tools, Ad Exchanges, and Publisher Ad Servers for All U.S. Display Advertising, 2022
1992	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 25: Advertiser Multi-homing across Buying Tools on AdX, 2019-2022
1993	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 26: DV360 U.S. Web Non-Video Display Ad Spending by Exchange, 2022

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1994	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 27: DFP Publisher Multi-homing across Exchanges, 2019-2022
1995	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 28: Ads Blocked or Removed for Selected Google Policy Violations, 2020-2022
1996	2024-01-23	N/A	N/A	Highly Confidential	Israel Report Table 29: Pages Taken Action Against for Selected Google Policy Violations, 2020-2022
1997	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 1: Share of Respondents in Each Survey Using ROI and ROAS to Measure Performance for Display Ads
1998	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 2: Share of Respondents in Each Survey Who Would Divert Spending to Other Digital Advertising Types in Response to an Increase in the Cost of Display Advertising
1999	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 3: Share of Respondents in Each Survey Diverting Spending to Other Digital Advertising Types (Among Respondents Who Would Divert Spending)
2000	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 4: Share of Respondents in Each Survey Multi-homing Across Different Types of Digital Advertising and Display Ad Buying Tools
2001	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 5: Share of Google Ads Users in Each Survey Using At Least One Other Non-Google Ad Buying Tool for Display Advertising
2002	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 6: Average Share of Digital Ad Budget Spent on Display Advertising
2003	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 7: Share of Respondents in Each Survey Conducting Experiments on Display Ads
2004	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 8: Share of Higher-Spend Advertisers Using more than One Type of Digital Advertising
2005	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 9: Share of Higher-Spend Advertisers Using Digital Advertising Types
2006	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 10: Average Share of Budget Allocated to Each Advertising Type Among Higher-Spend Advertisers
2007	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 11: Share of Higher-Spend Advertisers Who Would Divert Spending
2008	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 12: Share of Higher-Spend Advertisers Who Would Divert Spending to Each Advertising Type
2009	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 13: Share of Higher-Spend Advertisers by Extent of Spending Increase (0 to 10 scale)
2010	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 14: Share of Higher-Spend Advertisers Using Ad Buying Bu
2011	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 15: Share of Google Ads Users Using Other Ad Buying Tools Among Higher-Spend Advertisers
2012	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 16: Share of Google DV360 Users Using Other Ad Buying Tools Among Higher-Spend Advertisers

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2013	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 17: Share of Higher-Spend Advertisers Using Each Performance Metric
2014	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 18: Share of Higher-Spend Advertisers Ranking Performance Metric as most Important
2015	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 19: Share of Lower-Spend Advertisers Using More than One Type of Digital Advertising
2016	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 20: Share of Lower-Spend Advertisers Using Digital Advertising Types
2017	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 21A: Average Share of Budget Allocated to Each Advertising Type Among All Lower-Spend Advertisers
2018	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 21B: Average Share of Budget Allocated to Each Advertising Type Among Lower-Spend Advertisers with Less than \$50,000 Annual Ad Spend
2019	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 22: Share of Lower-Spend Advertisers Using Display Platforms (10 Most Popular Platforms)
2020	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 23: Share of Google Ads Users Using Other Display Platforms Among Lower-Spend Advertisers
2021	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 24: Share of Google DV360 Users Using Other Display Platforms Among Lower-Spend Advertisers
2022	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 25: Share of Lower-Spend Advertisers Who Would Divert Spending
2023	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 26: Share of Lower-Spend Advertisers Who Would Divert Spending to Each Advertising Type
2024	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 27A: Extent of Spending Increase Among Lower-Spend (0 to 10 scale)
2025	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 27B: Extent of Spending Increase Among Lower-Spend Advertisers with Less than \$50,000 Annual Ad Spend (0 to 10 scale)
2026	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 28: Share of Lower-Spend Advertisers Using Each Performance Metric
2027	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 29: Share of Lower-Spend Advertisers Ranking Performance Metric as Most Important
2028	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 30: Share of Ad Agency Respondents Using More than One Type of Digital Advertising
2029	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 31: Share of Ad Agency Respondents Using Digital Advertising Types
2030	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 32: Average Share of Budget Allocated to Each Advertising Type Among Ad Agency Respondents
2031	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 33: Share of Ad Agency Respondents Who Would Divert Spending
2032	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 34: Share of Ad Agency Respondents Who Would Divert Spending to Each Advertising Type

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2033	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 35: Share of Ad Agency Respondents by Extent of Spending Increase (0 to 10 scale)
2034	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 36: Share of Ad Agency Respondents Using Ad Buying Tool (10 Most Popular Tools)
2035	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 37: Share of Google Ads Users Using Other Ad Buying Tools Among Ad Agency Respondents
2036	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 38: Share of Google DV360 Users Using other Ad Buying Tools Among Ad Agency Respondents
2037	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 39: Share of Ad Agency Respondents Using Each Performance Metric
2038	2024-01-23	N/A	N/A	Highly Confidential	Simonson Report Figure 40: Share of Ad Agency Respondents Ranking Performance Metric Most Important
2039	2024-01-23	N/A	N/A	Highly Confidential	Skinner Report Table 1: Alphabet Revenue and Operating Income
2040	2024-01-23	N/A	N/A	Highly Confidential	Skinner Report Table 2: DVAA Revenue and Operating Profit
2041	2024-01-23	N/A	N/A	Highly Confidential	Skinner Report Table 3: Operating Profit od DVAA Excluding AdMob as Calculated by Dr. Respass on Booked Revenue Basis and Net Revenue Basis
2042	2024-01-23	N/A	N/A	Highly Confidential	Skinner Report Table 4: Comparison of Sources Employed by Dr. Respass
2043	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 3: Monthly Gross Revenue by ADX and Competing Exchanges Based on the Simcoe Report U.S. Transactions October 2018 - September 2021
2044	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 4: MONTHLY NET REVENUE BY ADX AND COMPETING EXCHANGES BASED ON THE SIMCOE REPORT I U. S. TRANSACTIONS OCTOBER 2018 - SEPTEMBER 2021
2045	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 5: UPR EVENT STUDY REGRESSIONS DEPENDENT VARIABLES: LOG(GROSS REVENUE) AND LOG(NET REVENUE) BASED ON THE SIMCOE REPORT U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021
2046	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 6: REGRESSION ANALYSIS OF POST-UPR CHANGES ADX VS AGGREGATE COMPETING EXCHANGES BASED ON THE SIMCOE REPORT U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021
2047	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 7: SUMMARY STATISTICS OF AVERAGE MONTHLY IMPRESSIONS, GROSS REVENUE, AND NET REVENUE BY ADX AND COMPETING EXCHANGES (EXCLUDING OPENX) BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS

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2048	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 8: UPR EVENT STUDY REGRESSIONS COMPETING EXCHANGES AGGREGATED (EXCLUDING OPENX) BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021
2049	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 9: AD BUYING TOOL-EXCHANGE COMBINATIONS AVERAGE FULL-STACK REVENUE SHARE ADX SELL-SIDE, XBRIDGE BUY-SIDE & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS JANUARY 2019 - MARCH 2023
2050	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Appendix Exhibit 10: AD BUYING TOOL ANNUAL GROSS REVENUE, TOTAL FEES, AND AVERAGE REVENUE SHARE XBRIDGE BUY-SIDE DATA & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS JANUARY 2016 – MARCH 2023
2051	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 3: ILLUSTRATIVE ADJUSTMENT TO SIMCOE FIGURE 8 AVERAGE REVENUE SHARE AND CPM U.S. TRANSACTIONS JANUARY 2019 - MARCH 2023
2052	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 7: AD BUYING TOOL ANNUAL GROSS REVENUE, TOTAL FEES, AND AVERAGE REVENUE SHARE XBRIDGE BUY-SIDE DATA & THIRD-PARTY DATA U.S. TRANSACTIONS JANUARY 2016 – MARCH 2023
2053	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 10: ADX AND COMPETING EXCHANGES ANNUAL AVERAGE REVENUE SHARE COMPARED TO ALL COMPETING EXCHANGES WEIGHTED AVERAGE REVENUE SHARE BASED ON THE SIMCOE REPORT ADX DATA & THIRD-PARTY DATA WORLDWIDE TRANSACTIONS
2054	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 13: ADX AND COMPETING EXCHANGES ANNUAL AVERAGE REVENUE SHARE COMPARED TO ALL COMPETING EXCHANGES WEIGHTED AVERAGE REVENUE SHARE BASED ON THE SIMCOE REPORT ADX DATA & THIRD-PARTY DATA U.S. TRANSACTIONS
2055	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 16: SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND 2018 – 2022
2056	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 20: UPR EVENT STUDY REGRESSIONS DEPENDENT VARIABLES: LOG(GROSS REVENUE) AND LOG(NET REVENUE) BASED ON THE SIMCOE REPORT WORLDWIDE TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021

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2057	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 21: SUMMARY STATISTICS OF AVERAGE MONTHLY IMPRESSIONS, GROSS REVENUE, AND NET REVENUE BY ADX AND COMPETING EXCHANGES BASED ON THE SIMCOE REPORT WORLDWIDE & U. S. TRANSACTIONS
2058	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 22: REGRESSION ANALYSIS OF POST-UPR CHANGES ADX VS AGGREGATE COMPETING EXCHANGES BASED ON THE SIMCOE REPORT WORLDWIDE TRANSACTIONS OCTOBER 2018 – SEPTEMBER 2021
2059	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 44: ANNUAL SHARE OF ADVERTISER SPENDING BY BIDDING STRATEGY TYPE FOR GOOGLE ADS AND DV360 BIDDING STRATEGY DATA U.S. ADVERTISERS JANUARY 2015 – JULY 2023
2060	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 45: ANNUAL SHARE OF ADVERTISER SPEND BY TARGETING TYPE FOR ADX INVENTORY PURCHASED THROUGH GOOGLE ADS XPP-D SELL-SIDE DATA U.S. DISPLAY PUBLISHERS JANUARY 2012 – MARCH 2023
2061	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Exhibit 46: MONTHLY AVERAGE ADVERTISER CTR FOR GOOGLE ADS TO ADX TRANSACTIONS WITH CPC AND CPC-TO-CPM COST TYPES XBRIDGE BUY-SIDE DATA U.S. ADVERTISERS JANUARY 2012 – MARCH 2023
2062	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 6: U.S. Average Monthly Revenue Share by Ad Buying Tool (Jan. 2016 – Mar. 2023)
2063	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 7: U.S. Annual Average Revenue Share for DV360 and Competing Ad Buying Tools (Jan. 2016 - Mar. 2023)
2064	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 8: U.S. Average Full-Stack Revenue Share by Ad Buying Tool – Exchange Combinations (Jan. 2019 – Mar. 2023)
2065	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 9: U.S. Average Revenue Share and CPM by Exchange (Jan. 2019 – Mar. 2023)
2066	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 10: Worldwide Average Revenue Shares of Competing Exchanges Considered by Prof. Simcoe (Jan. 2019 – Mar. 2023)
2067	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 11: Worldwide Monthly Average Revenue Shares by Exchange (Jan. 2016 – Mar. 2023)
2068	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 12: Worldwide Comparison of AdX Revenue Share to Competing Exchanges Weighted Average Revenue Share (Jan. 2016 – Mar. 2023)

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2069	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 13: U.S. Monthly Average Revenue Shares by Exchange (Jan. 2016 – Mar. 2023)
2070	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 14: U.S. Comparison of AdX Revenue Share to Competing Exchanges Weighted Average Revenue Share (Jan. 2016 – Mar. 2023)
2071	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 15: U.S. Comparison of Google Full-Stack Revenue Shares to Competitors Full-Stack Revenue Shares (Jan. 2019 – Mar. 2023)
2072	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 17: Worldwide AdX and Competing Exchanges Gross Revenue (Oct. 2018 – Sep. 2021)
2073	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 18: Worldwide AdX and Competing Exchanges Net Revenue (Oct. 2018 – Sep. 2021)
2074	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 19: Worldwide Event Study Using Log of Gross Revenue as Outcome (Oct. 2018 – Sep. 2021)
2075	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 20: Worldwide Event Study Using Log of Net Revenue as Outcome (Oct. 2018 – Sep. 2021)
2076	2024-01-23	N/A	N/A	Highly Confidential	Chevalier Report Figure 21: Worldwide Change in AdX and Competing Exchanges Impressions Post-UPR (Oct. 2018 – Sep. 2021)
2077	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 2: Timeline of Google's Product Evolution
2078	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 3: Examples of Fitted Distributions At The 2 Percentile (Left) and 0-Percentile (Right) of Goodness-Of-Fit
2079	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 4: Fraction of Slices in Which Advertiser Surplus Must Increase, as a Function of the Increase in Slice Win Rate
2080	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 7: Example calculation of Poirot bid multipliers
2081	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 9: Publisher revenue increases from DA under Counterfactual 1
2082	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 10: Publisher revenue increases from DA under Counterfactual 2
2083	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 11: Correcting Figure 14 in Professor Weintraub's Report Reverses His Main Conclusion (Scenario 1)
2084	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 12: Scatterplot of pCTR by publisher with/without EDA
2085	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 15: External data from eMarketer suggests that the adoption of header bidding by publishers was not negatively impacted by introduction of Open Bidding.
2086	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 16: Empirical Distributions and Their Fitted DHR Distributions for Nine Slices at the 2nd Percentile

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2087	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Figure 17: Empirical Distributions and Their Fitted DHR Distributions for Nine Slices at the 0th Percentile
2088	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Table 1: Google's Competitors Developed Similar Product Features as Challenged Google Products
2089	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Table 4: Change in Publisher Outcomes on Remnant Inventory After Moving from the Optimal Waterfall to DA
2090	2024-01-23	N/A	N/A	Highly Confidential	Milgrom Report Table 5: Change in Engagement Metric With EDA
2091	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 1: Display Ad Spending in the U.S., 2008-2022
2092	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 6: Display Ad Spending in the U.S. by Format, 2008-2022
2093	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 7: Growth of Smartphone Ownership in the U.S.
2094	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 8: Display Ad Spending in the U.S. by Device, 2008-2022
2095	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 10: Social Network Display Ad Spending in the U.S., 2008-2022
2096	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 11: Social and Non-Social Display Ad Spending in the U.S., 2008-2022
2097	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 12: Meta's Display Ad Revenue in the U.S., 2008-2022
2098	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 13: TikTok's Display Ad Revenue in the U.S., 2019-2022
2099	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 14: X's Display Ad Revenue in the U.S., 2010-2022
2100	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 15: Retail Media Display Ad Spending in the U.S., 2018-2022
2101	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 16: Amazon's Display Ad Revenue in the U.S., 2012-2022
2102	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 17: CTV Display Ad Spending in the U.S., 2017-2022
2103	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 18: Hulu's CTV Ad Revenue in the U.S., 2017-2022
2104	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 19: Roku's Ad Revenue in the U.S., 2017-2022
2105	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 20: Digital Ad Spending in the U.S., 2008-2022
2106	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 21: Share of Ad Impressions by Nike North America Brand, by Media Type, 2021Q3-2023Q2
2107	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 22: Share of Ad Impressions by Macy's Media Network, by Media Type, 2021Q3-2023Q2
2108	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 23: Direct Deals Replicate Offline Advertising

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2109	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 24: Publishers and Advertisers Adopt Ad Servers to Manage Display Advertising Processes
2110	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 25: Ad Networks Aggregate and Resell Remnant Inventory
2111	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 26: Google Ads Allows Buyers to Purchase Inventory from Many Sources
2112	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 27: Ad Exchanges Enable Programmatic Transactions
2113	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 28: Supply-Side Platforms Help Publishers Optimize Yield
2114	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 29: Real-Time Bidding Display Ad Spending in the U.S., 2011-2022
2115	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 30: Programmatic and Non-Programmatic Display Ad Spending in the U.S., 2011-2022
2116	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 31: Introduction of Real-Time Bidding and Emergence of DSPs
2117	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 32: Illustrative Example of Possible Bidding Paths on an Impression
2118	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 33: Illustration of Header Bidding
2119	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 34: Examples of Firms Offering “Open Web” Ad Tech Tools
2120	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Figure 35: Plaintiffs Focus on a Fraction of Display Ad Spending
2121	2024-01-23	N/A	N/A	Highly Confidential	Ghose Report Table 1: Examples of Different Pathways of Display Ad Transactions
2122	0000-00-00	ADOBEST - CID 30473 – 0000228267	ADOBEST - CID 30473 – 0000228267	Highly Confidential	Produced Data
2123	0000-00-00	ADOBEST - CID 30473 – 0000228269	ADOBEST - CID 30473 – 0000228269	Highly Confidential	Produced Data
2124	0000-00-00	Adobe - Google Ad Tech – 00001005	Adobe - Google Ad Tech – 00001005	Highly Confidential	Produced Data
2125	0000-00-00	AMOBEE-INV-00000003	AMOBEE-INV-00000003	Highly Confidential	DOJ Revenue Summary File 2017-2019 (Amobee CID supplemental response).csv
2126	0000-00-00	AMOBEE-INV-00000006	AMOBEE-INV-00000006	Highly Confidential	DOJ Revenue Summary File CY2020 and Q1 2021 (Amobee CID supplemental response).csv
2127	0000-00-00	AMZNADTECH-AGG-LIT-00000003.001	AMZNADTECH-AGG-LIT-00000003.001	Highly Confidential	Produced Data
2128	0000-00-00	AMZNDOJ0247645	AMZNDOJ0247645	Highly Confidential	Produced Data
2129	0000-00-00	COM-00000001	COM-00000001	Highly Confidential	Produced Data
2130	0000-00-00	DOJ_MARS_0000570	DOJ_MARS_0000570	Highly Confidential	Produced Data
2131	0000-00-00	EQUATIV-000000434	EQUATIV-000000434	Highly Confidential	Produced Data
2132	0000-00-00	EQUATIV-000000437	EQUATIV-000000437	Highly Confidential	Produced Data

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2133	0000-00-00	EQUATIV-000000438	EQUATIV-000000438	Highly Confidential	Produced Data
2134	0000-00-00	EQUATIV-000000462	EQUATIV-000000462	Highly Confidential	Produced Data
2135	0000-00-00	N/A	N/A	Highly Confidential	Exhibit A to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display & Video 360
2136	0000-00-00	N/A	N/A	Highly Confidential	Exhibit B to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Campaign Manager 360 (CM)
2137	0000-00-00	N/A	N/A	Highly Confidential	Exhibit C to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Ads Quality
2138	0000-00-00	N/A	N/A	Highly Confidential	Exhibit D to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Ads Quality
2139	0000-00-00	N/A	N/A	Highly Confidential	Exhibit E to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Agency Platform
2140	0000-00-00	N/A	N/A	Highly Confidential	Exhibit F to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - GDA
2141	0000-00-00	N/A	N/A	Highly Confidential	Exhibit G to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Display Ads - Publisher Platform – DRX
2142	0000-00-00	N/A	N/A	Highly Confidential	Exhibit H to the 2023.07.20 Letter from R. McCallum to K. Barry & K. Garcia - Sellside Ads Quality
2143	0000-00-00	FB_PROD011_00000012	FB_PROD011_00000012	Highly Confidential	Ex. 8-03 - HIGHLY CONFIDENTIAL INFORMATION.csv
2144	0000-00-00	FBDOJGOOG-INV-00000029	FBDOJGOOG-INV-00000029	Highly Confidential	Exhibit 8-10-R1 - CONFIDENTIAL TREATMENT REQUESTED - HIGHLY CONFIDENTIAL.csv
2145	0000-00-00	FBDOJGOOG-INV-00000031	FBDOJGOOG-INV-00000031	Highly Confidential	Exhibit 8-05-RS - CONFIDENTIAL TREATMENT REQUESTED.csv
2146	0000-00-00	FLI-RP-SHARE-000000039	FLI-RP-SHARE-000000039	Highly Confidential	Produced Data
2147	0000-00-00	GOOG-AT-DATA-000066787	GOOG-AT-DATA-000066787	Highly Confidential	eMarketer data
2148	0000-00-00	GOOG-AT-DOJ-DATA-00000001	GOOG-AT-DOJ-DATA-00000001	Highly Confidential	AdMob data
2149	0000-00-00	GOOG-AT-DOJ-DATA-000011657	GOOG-AT-DOJ-DATA-000012656	Highly Confidential	Auto bidding data
2150	0000-00-00	GOOG-AT-DOJ-DATA-000066660	GOOG-AT-DOJ-DATA-000066660	Highly Confidential	Camry data
2151	0000-00-00	GOOG-AT-DOJ-DATA-000066661	GOOG-AT-DOJ-DATA-000066768	Highly Confidential	Comscore data
2152	0000-00-00	GOOG-AT-DOJ-DATA-000066769	GOOG-AT-DOJ-DATA-000066770	Highly Confidential	Confiant data
2153	0000-00-00	GOOG-AT-DOJ-DATA-000066771	GOOG-AT-DOJ-DATA-000066772	Highly Confidential	606 EDA pCTR Dataset
2154	0000-00-00	GOOG-AT-DOJ-DATA-000066773	GOOG-AT-DOJ-DATA-000066773	Highly Confidential	eMarketer data
2155	0000-00-00	GOOG-AT-DOJ-DATA-000066774	GOOG-AT-DOJ-DATA-000066774	Highly Confidential	eMarketer data

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2156	0000-00-00	GOOG-AT-DOJ-DATA-000066782	GOOG-AT-DOJ-DATA-000066782	Highly Confidential	eMarketer data
2157	0000-00-00	GOOG-AT-DOJ-DATA-000066783	GOOG-AT-DOJ-DATA-000066783	Highly Confidential	eMarketer data
2158	0000-00-00	GOOG-AT-DOJ-DATA-000066784	GOOG-AT-DOJ-DATA-000066784	Highly Confidential	eMarketer data
2159	0000-00-00	GOOG-AT-DOJ-DATA-000066785	GOOG-AT-DOJ-DATA-000066785	Highly Confidential	eMarketer data
2160	0000-00-00	GOOG-AT-DOJ-DATA-000066786	GOOG-AT-DOJ-DATA-000066786	Highly Confidential	eMarketer data
2161	0000-00-00	GOOG-AT-DOJ-DATA-000066787	GOOG-AT-DOJ-DATA-000066787	Highly Confidential	eMarketer data
2162	0000-00-00	GOOG-AT-DOJ-DATA-000066788	GOOG-AT-DOJ-DATA-000066788	Highly Confidential	eMarketer data
2163	0000-00-00	GOOG-AT-DOJ-DATA-000066797	GOOG-AT-DOJ-DATA-000066797	Highly Confidential	MedDash data
2164	0000-00-00	GOOG-AT-DOJ-DATA-000066798	GOOG-AT-DOJ-DATA-000066798	Highly Confidential	Statista data
2165	0000-00-00	GOOG-AT-DOJ-DATA-000245944	GOOG-AT-DOJ-DATA-000245943	Highly Confidential	Campaign Manager Summary data
2166	0000-00-00	GOOG-AT-DOJ-DATA-000246944	GOOG-AT-DOJ-DATA-000246944	Highly Confidential	Produced Data
2167	0000-00-00	GOOG-AT-DOJ-DATA-000247044	GOOG-AT-DOJ-DATA-000247044	Highly Confidential	Campaign Manager data
2168	0000-00-00	GOOG-AT-DOJ-DATA-000248355	GOOG-AT-DOJ-DATA-000248355	Highly Confidential	US Advertising Spend data
2169	0000-00-00	GOOG-AT-EDVA-DATA-000000006	GOOG-AT-EDVA-DATA-000000006	Highly Confidential	Produced Data
2170	0000-00-00	GOOG-AT-EDVA-DATA-00012607	GOOG-AT-EDVA-DATA-000042606	Highly Confidential	Google Ads Log-Level Dataset
2171	0000-00-00	GOOG-AT-EDVA-DATA-000147607	GOOG-AT-EDVA-DATA-000226014	Highly Confidential	Google Ad Manager Log-Level Dataset
2172	0000-00-00	GOOG-AT-EDVA-DATA-000226021	GOOG-AT-EDVA-DATA-000226339	Highly Confidential	GAM log-level bid data
2173	0000-00-00	GOOG-AT-MDL-007104041	GOOG-AT-MDL-007104041	Highly Confidential	Produced Data
2174	0000-00-00	GOOG-AT-MDL-009118929	GOOG-AT-MDL-009118929	Highly Confidential	Produced Data
2175	0000-00-00	GOOG-AT-MDL-DATA-000066537	GOOG-AT-MDL-DATA-000482007	Highly Confidential	AdX RFP 243 data
2176	0000-00-00	GOOG-AT-MDL-DATA-000481995	GOOG-AT-MDL-DATA-000481995	Highly Confidential	Produced Data
2177	0000-00-00	GOOG-AT-MDL-DATA-000482004	GOOG-AT-MDL-DATA-000482004	Highly Confidential	Produced Data

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2178	0000-00-00	GOOG-AT-MDL-DATA-000482008	GOOG-AT-MDL-DATA-000482531	Highly Confidential	DFP RFP 243 data
2179	0000-00-00	GOOG-AT-MDL-DATA-000482532	GOOG-AT-MDL-DATA-000486515	Highly Confidential	AdSense RFP 243 data
2180	0000-00-00	GOOG-AT-MDL-DATA-000486516	GOOG-AT-MDL-DATA-000486625	Highly Confidential	DFP RFP 243 data
2181	0000-00-00	GOOG-AT-MDL-DATA-000486626	GOOG-AT-MDL-DATA-00048277	Highly Confidential	Google Ads RFP 243 Data
2182	0000-00-00	GOOG-AT-MDL-DATA-000488278	GOOG-AT-MDL-DATA-000488815	Highly Confidential	DV360 RFP 243 data
2183	0000-00-00	GOOG-AT-MDL-DATA-000508827	GOOG-AT-MDL-DATA-00055886	Highly Confidential	AdX RFP 243 data
2184	0000-00-00	GOOG-AT-MDL-DATA-000558890	GOOG-AT-MDL-DATA-000558890	Highly Confidential	Produced Data
2185	0000-00-00	GOOG-AT-MDL-DATA-000559277	GOOG-AT-MDL-DATA-000559277	Highly Confidential	Produced Data
2186	0000-00-00	GOOG-AT-MDL-DATA-000561031	GOOG-AT-MDL-DATA-000561262	Highly Confidential	XPP-M data
2187	0000-00-00	GOOG-AT-MDL-DATA-000561263	GOOG-AT-MDL-DATA-000561420	Highly Confidential	XBridge DV360
2188	0000-00-00	GOOG-AT-MDL-DATA-000561420	GOOG-AT-MDL-DATA-000561420	Highly Confidential	XBridge DV360
2189	0000-00-00	GOOG-AT-MDL-DATA-000561425	GOOG-AT-MDL-DATA-000561425	Highly Confidential	DFP RFP 243 data
2190	0000-00-00	GOOG-AT-MDL-DATA-000561426	GOOG-AT-MDL-DATA-000561535	Highly Confidential	DFP RFP 243 data
2191	0000-00-00	GOOG-AT-MDL-DATA-000561536	GOOG-AT-MDL-DATA-000564882	Highly Confidential	AdSense RFP 243 data
2192	0000-00-00	GOOG-DOJ-14365889	GOOG-DOJ-14365889	Highly Confidential	Produced Data
2193	0000-00-00	GOOGEDVA-SC-00001	GOOGEDVA-SC-00001	Highly Confidential	Produced Data
2194	0000-00-00	GOOGEDVA-SC-00002	GOOGEDVA-SC-00002	Highly Confidential	Produced Data
2195	0000-00-00	GOOGEDVA-SC-00007	GOOGEDVA-SC-00007	Highly Confidential	Produced Data
2196	0000-00-00	GOOGEDVA-SC-00015	GOOGEDVA-SC-00015	Highly Confidential	Produced Data
2197	0000-00-00	GOOGEDVA-SC-00017	GOOGEDVA-SC-00017	Highly Confidential	Produced Data
2198	0000-00-00	GOOGEDVA-SC-00023	GOOGEDVA-SC-00023	Highly Confidential	Produced Data
2199	0000-00-00	GOOGEDVA-SC-00024	GOOGEDVA-SC-00024	Highly Confidential	Produced Data
2200	0000-00-00	GOOGEDVA-SC-00028	GOOGEDVA-SC-00028	Highly Confidential	Produced Data
2201	0000-00-00	GOOGEDVA-SC-00029	GOOGEDVA-SC-00029	Highly Confidential	Produced Data
2202	0000-00-00	GOOGEDVA-SC-00031	GOOGEDVA-SC-00031	Highly Confidential	Produced Data
2203	0000-00-00	GOOGEDVA-SC-00032	GOOGEDVA-SC-00032	Highly Confidential	Produced Data
2204	0000-00-00	GOOGEDVA-SC-00036	GOOGEDVA-SC-00036	Highly Confidential	Produced Data
2205	0000-00-00	GOOGEDVA-SC-00037	GOOGEDVA-SC-00037	Highly Confidential	Produced Data

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2206	0000-00-00	GOOGEDVA-SC-00038	GOOGEDVA-SC-00038	Highly Confidential	Produced Data
2207	0000-00-00	GOOGEDVA-SC-00069	GOOGEDVA-SC-00069	Highly Confidential	Produced Data
2208	0000-00-00	GOOGEDVA-SC-00070	GOOGEDVA-SC-00070	Highly Confidential	Produced Data
2209	0000-00-00	GOOGEDVA-SC-00072	GOOGEDVA-SC-00072	Highly Confidential	Produced Data
2210	0000-00-00	GOOGEDVA-SC-00073	GOOGEDVA-SC-00073	Highly Confidential	Produced Data
2211	0000-00-00	GOOGEDVA-SC-00074	GOOGEDVA-SC-00074	Highly Confidential	Produced Data
2212	0000-00-00	GOOGEDVA-SC-00079	GOOGEDVA-SC-00079	Highly Confidential	Produced Data
2213	0000-00-00	GOOGEDVA-SC-00080	GOOGEDVA-SC-00080	Highly Confidential	Produced Data
2214	0000-00-00	GOOGEDVA-SC-00081	GOOGEDVA-SC-00081	Highly Confidential	Produced Data
2215	0000-00-00	GOOGEDVA-SC-00082	GOOGEDVA-SC-00082	Highly Confidential	Produced Data
2216	0000-00-00	GOOGEDVA-SC-00083	GOOGEDVA-SC-00083	Highly Confidential	Produced Data
2217	0000-00-00	GOOGEDVA-SC-00084	GOOGEDVA-SC-00084	Highly Confidential	Produced Data
2218	0000-00-00	GOOGEDVA-SC-00085	GOOGEDVA-SC-00085	Highly Confidential	Produced Data
2219	0000-00-00	GOOGEDVA-SC-00086	GOOGEDVA-SC-00086	Highly Confidential	Produced Data
2220	0000-00-00	IX-INV-00000002	IX-INV-00000002	Highly Confidential	REG_US DOJ_CID_Index Exchange Inc._Additional Response_FINAL_01Jun2021
2221	0000-00-00	LI DOJ G 2023 00003515	LI DOJ G 2023 00003515	Highly Confidential	Produced Data
2222	0000-00-00	MAGNITE-AGG-LIT-00000001.006	MAGNITE-AGG-LIT-00000001.007	Highly Confidential	Produced Data
2223	0000-00-00	MAGNITE-AGG-LIT-00000004.003	MAGNITE-AGG-LIT-00000004.004	Highly Confidential	Produced Data
2224	0000-00-00	META-PROD006_000006	META-PROD006_000006	Highly Confidential	Exhibit 8-10-R1 - UPDATED - Highly Confidential.csv
2225	0000-00-00	META-PROD011_000001	META-PROD011_000001	Highly Confidential	Exhibit 8-03-UPDATED - CORRECTED - Highly Confidential.csv
2226	0000-00-00	METAPROD013_000001	METAPROD013_000001	Highly Confidential	Exhibit 8-05-UPDATED - SECOND CORRECTED REVISED - Highly Confidential.csv
2227	0000-00-00	MSFT-AGG-LIT-00000007.001	MSFT-AGG-LIT-00000007.001	Highly Confidential	Produced Data
2228	0000-00-00	MSFT-AGG-LIT-00000007.002	MSFT-AGG-LIT-00000007.002	Highly Confidential	Produced Data
2229	0000-00-00	MSFT-AGG-LIT-00000007.003	MSFT-AGG-LIT-00000007.003	Highly Confidential	Produced Data
2230	0000-00-00	MSFT-LIT-0000053397	MSFT-LIT-0000053397	Highly Confidential	Produced Data
2231	0000-00-00	MSFT-LIT-0000060007	MSFT-LIT-0000060007	Highly Confidential	Produced Data
2232	0000-00-00	MSFT-LIT-0000081523	MSFT-LIT-0000081523	Highly Confidential	Produced Data
2233	0000-00-00	OPENX-AGG-LIT-00000001.001	OPENX-AGG-LIT-00000001.001	Highly Confidential	Produced Data
2234	0000-00-00	PIN - GOOG - 0003740	PIN - GOOG - 0003740	Highly Confidential	Top 20 Advertisers + Other – US
2235	0000-00-00	PMDATA0001	PMDATA0001	Highly Confidential	Platform Data
2236	0000-00-00	RUBICON-00001148	RUBICON-00001148	Highly Confidential	Produced Data
2237	0000-00-00	SHARE002216	SHARE002216	Highly Confidential	Produced Data
2238	0000-00-00	SHARE002252	SHARE002252	Highly Confidential	Produced Data
2239	0000-00-00	SHARE002308	SHARE002308	Highly Confidential	Produced Data

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2240	0000-00-00	SHARE002363	SHARE002363	Highly Confidential	Produced Data
2241	0000-00-00	SVRN000056	SVRN000056	Highly Confidential	DoJ Civil Action Data Request Responses
2242	0000-00-00	TREM00002600	TREM00002600	Highly Confidential	Amobee Data
2243	0000-00-00	TWTR-DOJ-00029214	TWTR-DOJ-00029214	Highly Confidential	Produced Data
2244	0000-00-00	TWTR-DOJ-00030702	TWTR-DOJ-00030702	Highly Confidential	Produced Data
2245	0000-00-00	YAH_GG_LIT_003888	YAH_GG_LIT_003888	Highly Confidential	Produced Data
2246	0000-00-00	YAH_GG_LIT_005631	YAH_GG_LIT_005634	Highly Confidential	Produced Data
2247	0000-00-00	Yieldmo_PROD001_00000002	Yieldmo_PROD001_00000002	Highly Confidential	Produced Data
2248	0000-00-00	Yieldmo_PROD001_00000005	Yieldmo_PROD001_00000005	Highly Confidential	Produced Data
2249	0000-00-00	Yieldmo_PROD001_00000008	Yieldmo_PROD001_00000008	Highly Confidential	WSGR_data_pull_2020
2250	0000-00-00	Yieldmo_PROD001_00000009	Yieldmo_PROD001_00000009	Highly Confidential	WSGR_data_pull_2021
2251	0000-00-00	Yieldmo_PROD001_00000010	Yieldmo_PROD001_00000010	Highly Confidential	WSGR_data_pull_2022
2252	0000-00-00	Yieldmo_PROD001_00000013	Yieldmo_PROD001_00000013	Highly Confidential	Produced Data
2253	2017-01-00	GOOGEDVA-SC-00075	GOOGEDVA-SC-00075	Highly Confidential	Produced Data
2254	2017-01-00	GOOGEDVA-SC-00076	GOOGEDVA-SC-00076	Highly Confidential	Produced Data
2255	2017-01-00	GOOGEDVA-SC-00077	GOOGEDVA-SC-00077	Highly Confidential	Produced Data
2256	2017-01-00	GOOGEDVA-SC-00078	GOOGEDVA-SC-00078	Highly Confidential	Produced Data
2257	0000-00-00	N/A	N/A	Publicly available	Aarki is an AI Powered Mobile Marketing Platform
2258	0000-00-00	N/A	N/A	Publicly available	About Display ads and the Google Display Network - Google Ads Help
2259	0000-00-00	N/A	N/A	Publicly available	About the Google TV network in Google Ads - Google Ads Help
2260	0000-00-00	N/A	N/A	Publicly available	About video ad formats - Google Ads Help
2261	0000-00-00	N/A	N/A	Publicly available	Ad formats - Mobfox
2262	0000-00-00	N/A	N/A	Publicly available	Ad Formats Criteo Blog
2263	0000-00-00	N/A	N/A	Publicly available	Adform Help, Guidelines for Display Ads
2264	0000-00-00	N/A	N/A	Publicly available	Adform Help, Guidelines for Mobile Ads
2265	0000-00-00	N/A	N/A	Publicly available	Adform Help, Guidelines for Native Ads
2266	0000-00-00	N/A	N/A	Publicly available	Adform Help, Guidelines for Video Ads
2267	0000-00-00	N/A	N/A	Publicly available	AdLib, Advertising Channel Targeting
2268	0000-00-00	N/A	N/A	Publicly available	AdLib, Creative Specs And Sizes
2269	0000-00-00	N/A	N/A	Publicly available	Admatic Advertising Technologies
2270	0000-00-00	N/A	N/A	Publicly available	Admixer DSP
2271	0000-00-00	N/A	N/A	Publicly available	Admixer.SSP
2272	0000-00-00	N/A	N/A	Publicly available	Adobe Advertising: Demand Side Platform
2273	0000-00-00	N/A	N/A	Publicly available	AdRoll, Bring your brand to life with AdRoll video ads
2274	0000-00-00	N/A	N/A	Publicly available	AdRoll, Build brand awareness and feed your pipeline with CTV
2275	0000-00-00	N/A	N/A	Publicly available	AdRoll, Create seamless experiences with AdRoll native ads
2276	0000-00-00	N/A	N/A	Publicly available	AdRoll, Make the right impression with AdRoll display ads
2277	0000-00-00	N/A	N/A	Publicly available	AdSupply, Ad Formats
2278	0000-00-00	N/A	N/A	Publicly available	AdsWizz, AudioMax SSP

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2279	0000-00-00	N/A	N/A	Publicly available	Advertising Solutions for Connected TV - Index Exchange
2280	0000-00-00	N/A	N/A	Publicly available	Adyoulike, Native Display
2281	0000-00-00	N/A	N/A	Publicly available	Aidem, DSP Integration
2282	0000-00-00	N/A	N/A	Publicly available	Amazon Ads, Audio Ads
2283	0000-00-00	N/A	N/A	Publicly available	Amazon Ads, Display Ads
2284	0000-00-00	N/A	N/A	Publicly available	Amazon Ads, Video Ads
2285	0000-00-00	N/A	N/A	Publicly available	AppDiscovery
2286	0000-00-00	N/A	N/A	Publicly available	Atedra, Supply Side Platform & Ad Exchange
2287	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Audio Advertising
2288	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Connected TV Advertising
2289	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Display Advertising
2290	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Mobile Advertising
2291	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Native Advertising
2292	0000-00-00	N/A	N/A	Publicly available	Basis Technologies, Video Advertising
2293	0000-00-00	N/A	N/A	Publicly available	Beachfront, Monetize TV, CTV & Streaming Ad Inventory
2294	0000-00-00	N/A	N/A	Publicly available	Bidease, Transparent Mobile DSP
2295	0000-00-00	N/A	N/A	Publicly available	Cadent, TV Audience Reach
2296	0000-00-00	N/A	N/A	Publicly available	CAULY Display Ads
2297	0000-00-00	N/A	N/A	Publicly available	Channels - Zemanta
2298	0000-00-00	N/A	N/A	Publicly available	Chocolate by Silverpush, Ad Gallery
2299	0000-00-00	N/A	N/A	Publicly available	Cognitiv DSP
2300	0000-00-00	N/A	N/A	Publicly available	Colossus SSP for Buyers
2301	0000-00-00	N/A	N/A	Publicly available	Column6, Innovative Tools Designed to Optimize CTV Inventory Management & Advertising Delivery
2302	0000-00-00	N/A	N/A	Publicly available	Compulse, Marketing Services
2303	0000-00-00	N/A	N/A	Publicly available	Compulse, Media Buying Platform
2304	0000-00-00	N/A	N/A	Publicly available	Concert - A better future for advertisers
2305	0000-00-00	N/A	N/A	Publicly available	Configuring Creatives - Smart Adserver
2306	0000-00-00	N/A	N/A	Publicly available	Connatix, Video Monetization
2307	0000-00-00	N/A	N/A	Publicly available	ConnectAd Wiki, Display Tag
2308	0000-00-00	N/A	N/A	Publicly available	Consumable - Home
2309	0000-00-00	N/A	N/A	Publicly available	Consumable, In-Feed Advertising
2310	0000-00-00	N/A	N/A	Publicly available	Coull, In-Video Display Advertising
2311	0000-00-00	N/A	N/A	Publicly available	Creative Gallery - Undertone
2312	0000-00-00	N/A	N/A	Publicly available	Customer Targeting Solution - Criteo Article

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2313	0000-00-00	N/A	N/A	Publicly available	DemandScale
2314	0000-00-00	N/A	N/A	Publicly available	Dianomi, For Publishers
2315	0000-00-00	N/A	N/A	Publicly available	Digital Formats
2316	0000-00-00	N/A	N/A	Publicly available	Digital Turbine, Ad Experiences That Fuel Performance
2317	0000-00-00	N/A	N/A	Publicly available	Digital Turbine, Choosing the Right Display Format for Your App
2318	0000-00-00	N/A	N/A	Publicly available	Display & Video 360 Help, About Connected TV in Display & Video 360
2319	0000-00-00	N/A	N/A	Publicly available	Display & Video 360 Help, Guidelines for Mobile Creatives
2320	0000-00-00	N/A	N/A	Publicly available	Display & Video 360 Help, Position Targeting
2321	0000-00-00	N/A	N/A	Publicly available	DT Exchange
2322	0000-00-00	N/A	N/A	Publicly available	Emodo, Creative Lab
2323	0000-00-00	N/A	N/A	Publicly available	Epsilon Digital Connected TV
2324	0000-00-00	N/A	N/A	Publicly available	Epsilon Digital, Audio
2325	0000-00-00	N/A	N/A	Publicly available	Epsilon Digital, Display
2326	0000-00-00	N/A	N/A	Publicly available	Epsilon Digital, Online Video
2327	0000-00-00	N/A	N/A	Publicly available	Fluct SSP
2328	0000-00-00	N/A	N/A	Publicly available	Converge Digital - For Advertisers
2329	0000-00-00	N/A	N/A	Publicly available	FreakOut, Monetize Your Web & App Space
2330	0000-00-00	N/A	N/A	Publicly available	FreeWheelssp for Header Bidding - FreeWheelssp
2331	0000-00-00	N/A	N/A	Publicly available	GenLee, Ads Demo (Web Display, Native)
2332	0000-00-00	N/A	N/A	Publicly available	GenLee, Ads Demo
2333	0000-00-00	N/A	N/A	Publicly available	GenLee, Products (Outstream Video, In-Stream Video)
2334	0000-00-00	N/A	N/A	Publicly available	GenLee, Products
2335	0000-00-00	N/A	N/A	Publicly available	Get started with audio ads - Google Ad Manager Help
2336	0000-00-00	N/A	N/A	Publicly available	Google Ad Manager Help, Introduction to Open Bidding
2337	0000-00-00	N/A	N/A	Publicly available	FAQs - GroundTruth
2338	0000-00-00	N/A	N/A	Publicly available	Grow your App's Reach with High-LTV Users on mDSP
2339	0000-00-00	N/A	N/A	Publicly available	GumGum, Media Products
2340	0000-00-00	N/A	N/A	Publicly available	Illumin, Channels
2341	0000-00-00	N/A	N/A	Publicly available	InMobi In-App Ad Formats (Native, In-App Display, Outstream Video)
2342	0000-00-00	N/A	N/A	Publicly available	InMobi DSP
2343	0000-00-00	N/A	N/A	Publicly available	In-Mobi In-App Ad Formats
2344	0000-00-00	N/A	N/A	Publicly available	Introduction to Open Bidding - Google Ad Manager Help

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2345	0000-00-00	N/A	N/A	Publicly available	Inventory Formats - Google Blog
2346	0000-00-00	N/A	N/A	Publicly available	IQZone, For Publishers
2347	0000-00-00	N/A	N/A	Publicly available	ironSource Exchange
2348	0000-00-00	N/A	N/A	Publicly available	Kargo Ads Demo
2349	0000-00-00	N/A	N/A	Publicly available	Kargo, CTV story
2350	0000-00-00	N/A	N/A	Publicly available	Kevel Ad Unit Use Cases - Build Better Ads - Kevel Blog
2351	0000-00-00	N/A	N/A	Publicly available	Kiosked is integrated with the largest ad buyers in the world
2352	0000-00-00	N/A	N/A	Publicly available	Leading CPG brand drives strong awareness and engagement for product launch with VDX ad units
2353	0000-00-00	N/A	N/A	Publicly available	Learn about Campaigns, Amobee
2354	0000-00-00	N/A	N/A	Publicly available	Lemma, Omni Channel Platform for Emerging Media
2355					INTENTIONALLY LEFT BLANK
2356	0000-00-00	N/A	N/A	Publicly available	LoopMe Creative Specs
2357	0000-00-00	N/A	N/A	Publicly available	LoopMe Creative Studio
2358	0000-00-00	N/A	N/A	Publicly available	Media.net Marketplace
2359	0000-00-00	N/A	N/A	Publicly available	MediaMath, Audio Advertising
2360	0000-00-00	N/A	N/A	Publicly available	MediaMath, Connected TV Advertising
2361	0000-00-00	N/A	N/A	Publicly available	MediaMath, Display Advertising
2362	0000-00-00	N/A	N/A	Publicly available	MediaMath, Mobile Advertising
2363	0000-00-00	N/A	N/A	Publicly available	MediaMath, Native Advertising
2364	0000-00-00	N/A	N/A	Publicly available	MGID For Advertisers
2365	0000-00-00	N/A	N/A	Publicly available	Microsoft Invest
2366	0000-00-00	N/A	N/A	Publicly available	Moloco, Grow your app on the open internet
2367	0000-00-00	N/A	N/A	Publicly available	Moloco, Image Creative Guide
2368	0000-00-00	N/A	N/A	Publicly available	Moloco, Native Creative Guide
2369	0000-00-00	N/A	N/A	Publicly available	Monetize Ad Server - Microsoft Blog
2370	0000-00-00	N/A	N/A	Publicly available	NativeAds, Access Premium Ad Inventory
2371	0000-00-00	N/A	N/A	Publicly available	Nero Dynamic Creatives
2372	0000-00-00	N/A	N/A	Publicly available	Nexxen, Audio Ad Specs
2373	0000-00-00	N/A	N/A	Publicly available	Nexxen, Display Ad Formats
2374	0000-00-00	N/A	N/A	Publicly available	Nexxen, Standard Video Specs
2375	0000-00-00	N/A	N/A	Publicly available	Nobid, Reverse the Stack
2376	0000-00-00	N/A	N/A	Publicly available	Ogury, Tailored Solutions & Services
2377	0000-00-00	N/A	N/A	Publicly available	OneView: The ad platform built for TV streaming
2378	0000-00-00	N/A	N/A	Publicly available	Opera Ads Gives You Multiple Ways To Be Seen
2379	0000-00-00	N/A	N/A	Publicly available	Opera Ads, Audience Solutions
2380	0000-00-00	N/A	N/A	Publicly available	Origin - Improve Digital
2381	0000-00-00	N/A	N/A	Publicly available	Outbrain, Creative Specifications
2382	0000-00-00	N/A	N/A	Publicly available	Overview of non-in-stream video ads - Google Blog
2383	0000-00-00	N/A	N/A	Publicly available	Permodo Mobile Marketing Service

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2384	0000-00-00	N/A	N/A	Publicly available	Permodo Showroom Creative Advertising
2385	0000-00-00	N/A	N/A	Publicly available	PilotX Media Kit
2386	0000-00-00	N/A	N/A	Publicly available	Place your Facebook ads on mobile apps with Audience Network - Facebook
2387	0000-00-00	N/A	N/A	Publicly available	PowerLinks Supports Every Native Format Across All Devices
2388	0000-00-00	N/A	N/A	Publicly available	Primis, Increase Your Revenue
2389	0000-00-00	N/A	N/A	Publicly available	PubMatic CTV & OTT Solution Enables Better Video Streaming Ads
2390	0000-00-00	N/A	N/A	Publicly available	Quotient Display
2391	0000-00-00	N/A	N/A	Publicly available	Remerge Support, Native
2392	0000-00-00	N/A	N/A	Publicly available	Remerge Support, Static
2393	0000-00-00	N/A	N/A	Publicly available	Remerge Support, Video
2394	0000-00-00	N/A	N/A	Publicly available	Remixd, Audio Everywhere
2395	0000-00-00	N/A	N/A	Publicly available	Retail Media for Brands - Criteo
2396	0000-00-00	N/A	N/A	Publicly available	RichAudience, Our Marketplace, a solution for Premium Publishers
2397	0000-00-00	N/A	N/A	Publicly available	RTB House, Audi - Case Study
2398	0000-00-00	N/A	N/A	Publicly available	RTB House, Mobile advertising with real appeal
2399	0000-00-00	N/A	N/A	Publicly available	RTB House, Renault - case study
2400	0000-00-00	N/A	N/A	Publicly available	RTBiQ Homepage
2401	0000-00-00	N/A	N/A	Publicly available	Saambaa, For Publishers
2402	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Audio Advertising
2403	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Connected TV Advertising
2404	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Display Advertising
2405	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Mobile Advertising
2406	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Native Advertising
2407	0000-00-00	N/A	N/A	Publicly available	Simpli.Fi, Video Advertising
2408	0000-00-00	N/A	N/A	Publicly available	Smaato, Display Ads
2409	0000-00-00	N/A	N/A	Publicly available	Smaato, Native Advertising
2410	0000-00-00	N/A	N/A	Publicly available	Smaato, OTT/CTV Ads
2411	0000-00-00	N/A	N/A	Publicly available	Smaato, Video Ads
2412	0000-00-00	N/A	N/A	Publicly available	Smadex, Creative Studio
2413	0000-00-00	N/A	N/A	Publicly available	Smadex, Explore the World of Connected TV Advertising
2414	0000-00-00	N/A	N/A	Publicly available	Smadex, Let's Craft Your Brand's Story Together
2415	0000-00-00	N/A	N/A	Publicly available	Smartclip, Ad Product Gallery
2416	0000-00-00	N/A	N/A	Publicly available	SmileWanted, Contextual Curated Exchange
2417	0000-00-00	N/A	N/A	Publicly available	Sonobi, Publishers
2418	0000-00-00	N/A	N/A	Publicly available	SparkLabs, Ads designed for higher ROI
2419	0000-00-00	N/A	N/A	Publicly available	StackAdapt, Amplify Your Content with Native Advertising

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
2420	0000-00-00	N/A	N/A	Publicly available	StackAdapt, Leverage Display Advertising For Your Full-Funnel Campaigns
2421	0000-00-00	N/A	N/A	Publicly available	StackAdapt, Promote Your Brand With In-Game Advertising
2422	0000-00-00	N/A	N/A	Publicly available	StackAdapt, Reach and Engage Your Ideal Audience With Video Advertising
2423	0000-00-00	N/A	N/A	Publicly available	StackAdapt, Tune In To Your Audience With Audio Advertising
2424	0000-00-00	N/A	N/A	Publicly available	Stroer, Advertising in Podcasts
2425	0000-00-00	N/A	N/A	Publicly available	Stroer, Native & Content
2426	0000-00-00	N/A	N/A	Publicly available	Stroer, Specifications Online Ads
2427	0000-00-00	N/A	N/A	Publicly available	SundaySky Video Platform
2428	0000-00-00	N/A	N/A	Publicly available	Teads' Flagship Ad Experience
2429	0000-00-00	N/A	N/A	Publicly available	Technology Behind RTB House
2430	0000-00-00	N/A	N/A	Publicly available	The MediaGrid is now Criteo Commerce Grid.
2431	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Audio Advertising
2432	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Connected TV
2433	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Display
2434	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Mobile
2435	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Native
2436	0000-00-00	N/A	N/A	Publicly available	The Trade Desk, Video
2437	0000-00-00	N/A	N/A	Publicly available	TheViewPoint, Intelligent CTV Infrastructure
2438	0000-00-00	N/A	N/A	Publicly available	TripleLift, Unique Ad Experiences, Powered by Smart Data Signals, Across Any Screen
2439	0000-00-00	N/A	N/A	Publicly available	Undertone, Publisher Solutions
2440	0000-00-00	N/A	N/A	Publicly available	Update to Meta Ads Manager objectives - Facebook
2441	0000-00-00	N/A	N/A	Publicly available	VDX.TV, TV Magnify
2442	0000-00-00	N/A	N/A	Publicly available	Vericast, Digital Advertising Library
2443	0000-00-00	N/A	N/A	Publicly available	Vericast, Digital Marketing
2444	0000-00-00	N/A	N/A	Publicly available	Verve DSP
2445	0000-00-00	N/A	N/A	Publicly available	Viant, Connected TV Advertising
2446	0000-00-00	N/A	N/A	Publicly available	Viant, Digital Audio Advertising
2447	0000-00-00	N/A	N/A	Publicly available	Viant, Digital Display Advertising
2448	0000-00-00	N/A	N/A	Publicly available	Viant, Mobile Advertising Solutions
2449	0000-00-00	N/A	N/A	Publicly available	Viant, Native Display Advertising

DTX #	Doc Date	Beg Bates	End Bates	Confidentiality Designation	Doc Description
2450	0000-00-00	N/A	N/A	Publicly available	Viant, Video Advertising
2451	0000-00-00	N/A	N/A	Publicly available	Video & CTV Solutions - Yieldmo
2452	0000-00-00	N/A	N/A	Publicly available	Video Ads FAQ - Knowledge Base Article - Kevel
2453	0000-00-00	N/A	N/A	Publicly available	Video ads - Commerce Growth Help Center - Criteo
2454	0000-00-00	N/A	N/A	Publicly available	Video Advertising - Criteo
2455	0000-00-00	VOX_00000377	VOX_00000390	Confidential	Vox Slide Deck - Better Brand Advertising
2456	0000-00-00	N/A	N/A	Publicly available	What Ad Products Does AerServ Support?
2457	0000-00-00	N/A	N/A	Publicly available	Why IQM
2458	0000-00-00	N/A	N/A	Publicly available	WideOrbit, Digital
2459	0000-00-00	N/A	N/A	Publicly available	Yahoo Advertising, Advanced TV Advertiser Solutions
2460	0000-00-00	N/A	N/A	Publicly available	Yahoo Advertising, Audio Advertiser Solutions
2461	0000-00-00	N/A	N/A	Publicly available	Yahoo Advertising, Mobile Advertiser Solutions
2462	0000-00-00	N/A	N/A	Publicly available	Yahoo Advertising, Native Ads Advertiser Solutions
2463	0000-00-00	N/A	N/A	Publicly available	Yield.com by AdMedia, The Supply Side Platform
2464	0000-00-00	N/A	N/A	Publicly available	Zemanta Ad Formats and Placements
2465	0000-00-00	N/A	N/A	Publicly available	Zemanta, Image Cropping
2466	0000-00-00	N/A	N/A	Publicly available	Zeta, VAST Video/Audio Ads
2467	2018-06-00	N/A	N/A	Publicly available	Smartology - Case Study: London Business School
2468	2019-08-16	N/A	N/A	Publicly available	Adikteev, Native Ads
2469	2019-08-16	N/A	N/A	Publicly available	Adikteev, Static Ads
2470	2020-06-26	N/A	N/A	Publicly available	Zeta, Ad Unit Specification & Creative Policies
2471	2020-08-00	N/A	N/A	Publicly available	Inmar, 2020 Ad Specs Guidelines
2472	2020-09-02	HULU-000532	HULU-001031	Confidential	Hulu Spreadsheet - RFP Evaluation Criteria with Weightings
2473	2021-12-28	N/A	N/A	Publicly available	New MAX Brand Safety Features To Protect Your Brand
2474	2022-01-12	N/A	N/A	Publicly available	Supply-Side Spotlight: LoopMe
2475	2022-03-31	N/A	N/A	Publicly available	Glewed TV Taps Yahoo as a Preferred SSP for CTV and Display - Yahoo Article
2476	2022-10-24	N/A	N/A	Publicly available	Launched: Audio Ads to engage with users listening on YouTube - Google Blog
2477	2022-11-02	N/A	N/A	Publicly available	Sharethrough Launches CTV Ad Enhancements to Drive Viewer Attention and Performance
2478	2022-11-21	N/A	N/A	Publicly available	Liftoff, Creative Asset Requirements
2479	2022-11-29	N/A	N/A	Publicly available	Tremor Video and Unruly, Tremor International's DSP and SSP, win 2022 Digiday Technology Awards for Best Buy-Side and Sell-Side Programmatic Platform
2480	2022-12-12	GOOG-AT-MDL-006217592	GOOG-AT-MDL-006217626	Confidential	Google - AdTech and Data-related practices Response of 12 December 2022 to the EC's RFI 10 dated 31 October 2022
2481	2023-06-26	N/A	N/A	Publicly available	How to Create a Standard Display Placement
2482	2023-11-16	N/A	N/A	Publicly available	Introducing TV by OpenX, the Programmatic Industry's First Initiative to Unlock the Full Potential of Biddable CTV - TheXchange

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2483	2023-12-04	N/A	N/A	Publicly available	Sovrn Advertising Supply Policy
2484	2023-12-28	N/A	N/A	Publicly available	Adikteev, Video Assets
2485	2024-01-26	N/A	N/A	Publicly available	Adform Help, Guidelines for Display Ads
2486	2024-02-07	N/A	N/A	Publicly available	Microsoft Invest - Banner and HTML5 Creatives
2487	2024-02-07	N/A	N/A	Publicly available	Microsoft Invest - Native Creatives
2488	2024-02-07	N/A	N/A	Publicly available	Microsoft Monetize - Creative Types - Microsoft Blog
2489	2024-02-15	N/A	N/A	Publicly available	How Do I Create An Audio Campaign In XPO
2490	2024-02-19	N/A	N/A	Publicly available	Microsoft Invest - Audio Creatives
2491	2024-02-19	N/A	N/A	Publicly available	Microsoft Invest - Run rich media creatives on mobile inventory
2492	2024-02-23	N/A	N/A	Publicly available	Microsoft Invest - Video Creatives
2493	2024-03-06	N/A	N/A	Publicly available	Beeswax User Guide CTV/OTT Buyer's Guide
2494	2024-03-12	N/A	N/A	Publicly available	Knorex, Supported Ad Formats and Specifications
2495	2024-03-29	N/A	N/A	Publicly available	Creative Specifications (Video)
2496	2024-04-16	N/A	N/A	Publicly available	GroundTruth - Creative Specifications
2497	2024-04-22	N/A	N/A	Publicly available	Adform Help, Guidelines for Audio Ads
2498	2024-04-22	N/A	N/A	Publicly available	Adform Help, Guidelines for Mobile Ads
2499	2024-04-23	N/A	N/A	Publicly available	Samsung DSP Help Center, Samsung TV Native
2500	2024-05-20	N/A	N/A	Publicly available	Quantcast - Creative Specifications (CTV)
2501	2024-05-20	N/A	N/A	Publicly available	Quantcast - Creative Specifications (Display)
2502	2024-05-20	N/A	N/A	Publicly available	Quantcast - Creative Specifications (Native)
2503	2024-05-22	N/A	N/A	Publicly available	CTV Inventory - Magnite
2504	2024-05-23	N/A	N/A	Publicly available	Beeswax User Guide Inventory Sources
2505	2024-05-28	N/A	N/A	Publicly available	Adform Help, Guidelines for Video Ads
2506	2024-05-30	N/A	N/A	Publicly available	Samsung DSP Help Center, Image
2507	2024-05-30	N/A	N/A	Publicly available	Samsung DSP Help Center, Samsung Hosted Video
2508	2024-06-11	N/A	N/A	Publicly available	Adform Help, Guidelines for Native Ads
2509	2024-06-11	N/A	N/A	Publicly available	Beeswax User Guide IAS Pre-Bid Targeting
2510	2020-00-00	GOOG-AT-MDL-004529298	GOOG-AT-MDL-004529308	Confidential	Google Slide Deck (2020) Census Local Playbook
2511	2020-00-00	GOOG-AT-MDL-009704804	GOOG-AT-MDL-009704809	Highly Confidential	Google Slide Deck (2020) Census Plan
2512	2020-00-00	GOOG-DOJ-03636085	GOOG-DOJ-03636088	Highly Confidential	A digital-first 2020 Census success: reach Americans with the right time at the right time

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2513	2020-04-24	GOOG-AT-MDL-007963423	GOOG-AT-MDL-007963425	Confidential	Email (Apr. 24, 2020) From: M. Hardie To: J. Lee, J. Benson CC: C. Rose Subject: Census Update / April 24 Attach: 2020 Census - A Digital First Census for the Current Reality (COVID-19)
2514	2022-06-00	GOOG-AT-MDL-004184805	GOOG-AT-MDL-004184988	Confidential	Google Slide Deck (June 2022) Joining Forces - Addressing Declining Propensity
2515	2010-00-00	GOOG-DOJ-13243422	GOOG-DOJ-13243422	Highly Confidential	pub platform growth 2008-2010 12.xlsx
2516	2023-06-00	OMD_000900	OMD_000900	Highly Confidential - AEO	OMG SMI Core - Monthly Digital Spend Jan 2019 - June 2023.xlsx
2517	0000-00-00	N/A	N/A	Highly Confidential	Appendix F.3 - Higher-Spend Advertiser Survey Raw Data.xlsx (Simonson Advertiser Survey data)
2518	0000-00-00	N/A	N/A	Highly Confidential	Appendix G.3 - Lower-Spend Advertiser Survey Raw Data.xlsx (Simonson Advertiser Survey data)
2519	0000-00-00	N/A	N/A	Highly Confidential	Appendix H.3 - Agency Survey Raw Data.xlsx (Simonson Advertiser Survey data)
2520	2022-10-00	TikTok_GoogleAdTech_00000696	TikTok_GoogleAdTech_00000696	Highly Confidential	2022 July to Oct.xlsx
2521	2022-06-00	TikTok_GoogleAdTech_00000697	TikTok_GoogleAdTech_00000697	Highly Confidential	2022 Jan to Jun.xlsx
2522	2021-00-00	TikTok_GoogleAdTech_00000698	TikTok_GoogleAdTech_00000698	Highly Confidential	2019-2021.xlsx
2523	2020-00-00	EQUATIV-000000442	EQUATIV-000000442	Highly Confidential	Question 11 SSP 2020.csv
2524	2021-00-00	EQUATIV-000000443	EQUATIV-000000443	Highly Confidential	Question 11 SSP 2021.csv
2525	2022-00-00	EQUATIV-000000444	EQUATIV-000000444	Highly Confidential	Question 11 SSP 2022.csv